



Bud Light Continues "Bud Light Seltzer Sessions: Your Flavor. Your Show." with Country Music Superstar Brad Paisley and Very Special Guest Lady Antebellum

The weekly series brings the Summer fun, allowing fans to choose how the show comes to life

NEW YORK, May 12, 2020 - Bud Light is proud to continue its "Bud Light Seltzer Sessions: Your Flavor. Your Show." - a weekly music event every Friday in May featuring iconic artists with full band and production, in the comfort of your home. This week features performances by Nashville's biggest stars, headliner Brad Paisley and Bud Light Seltzer Sessions very special guest Lady Antebellum. Bud Light Seltzer Sessions continues Bud Light's support of the [American Red Cross](#) and the heroes on the front lines who are there for us in times of need. Donations will support all the urgent humanitarian needs of the American Red Cross.

About the show, Brad said, "I'm anxious to get back with my band, it's been a long 9 weeks since the last time we played and I love that my friends from Bud Light have invited us to get back together for the Bud Light Seltzer Sessions – with proper social distancing, of course. It's going to be a fun night of music and fan interaction. So if you want to see our tour – here's your chance. I can't wait!"

Brad recently joined Bud Light for a [Bud Light Dive Bar Tour: Home Edition](#) show where he previewed his latest song, "No I in Beer" that quickly became a quarantine anthem. This Friday, those that tune-in can expect to see Brad Paisley reunited and performing alongside his band, singing fan favorites, while raising a toast to his fans with Bud Light Seltzer.

This show will also be the first performance by Lady Antebellum back together under one roof under social distancing guidelines. "We've been itching to safely play together again," said Lady Antebellum's Hillary Scott. "So saying we're really excited that it's finally going to happen this Friday is an understatement! It'll look a little different than 'normal' so we can socially distance, but that won't stop us from having a blast for our Bud Light Seltzer Session."

"Bud Light has a rich history in music and we've successfully built a powerful platform known to bring fans together to enjoy a great show over a beer or seltzer. Bud Light Seltzer Sessions is a continuation of that energy and with its virtual scale, we're reaching more fans than ever and delivering on what will be one of our most uplifting shows yet," says Shana Barry, Head of Music & Entertainment at Anheuser-Busch.

Bud Light Seltzer Sessions is the latest music program to come from the Anheuser-Busch brand. The brand recently revamped its popular Dive Bar Tour with Dive Bar Tour: Home Edition including artists such as OneRepublic, Thomas Rhett and FLETCHER to encourage fans to practice social distancing.

Bud Light also encourages fans to support their local bars and restaurant workers utilizing the brand's [Open For Takeout](#) platform. This program makes it easier to search for local bars and restaurants by inputting your zipcode to then select from the listings to support the bars and restaurants that are #OpenForTakeout.

Bud Light Seltzer hit shelves earlier this year as an easy-drinking hard seltzer with a hint of delicious fruit flavor to deliver the most refreshing taste possible. Bud Light Seltzer is available in four great flavors – black cherry, mango, lemon lime and strawberry. At 100 calories, 5% ABV, has <1g of sugar, you can't go wrong with any flavor you choose to sip on during the show, and all summer long.



To keep up with the latest Bud Light Seltzer Sessions: Your Flavor. Your Show, follow Bud Light on Facebook at [Facebook.com/BudLight](https://www.facebook.com/BudLight), on Twitter at [@BudLight](https://twitter.com/BudLight), on Instagram at [@BudLight](https://www.instagram.com/BudLight) and on YouTube at [youtube.com/officialbudlight](https://www.youtube.com/officialbudlight).

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ABOUT BUD LIGHT:

Introduced in 1982, Bud Light is a premium light lager with a superior drinkability that has made it the best-selling and most popular beer in the United States. Bud Light is brewed using a blend of premium aroma hop varieties, both American-grown and imported, and a combination of barley malts and rice. The light-bodied beer features a fresh, clean and subtle hop aroma, delicate malt sweetness and a crisp finish that delivers the ultimate refreshment. For more information, visit www.BudLight.com.

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