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**Media Contact:** Emily Burns (emilyburns@wwd.com)



**SUBJ** Alix Earle is lighting up Miami with SipMARGS  
Hi Emily,

With summer right around the corner, it's hard to think of anything better than a boat day and a bev.

Lucky for you, I am reaching out to share news about Alix Earle's newest venture– SipMARGS. A new spin on a classic cocktail, SipMARGS offers five bold flavors just in time for the summer heat. Bring it to the beach, on a boat, or sip until the sun comes up with the hottest canned margarita on the market.

To celebrate the launch, Alix is hosting one of her infamous 24 hour parties, complete with a set from DJ John Summit, exclusive merchandise, and (of course) every flavor of SipMARGS to keep you refreshed all day and night.

We'd love to invite you and a plus one of your choosing to join us at the **SipMARGS 24-Hour Launch in Miami on May 2, 2025**, including a 1-night stay at Miami's iconic Fontainebleau hotel. Please RSVP by April 20th with you and your plus one's details, and get ready to party with Alix!

Please find attached imagery for potential coverage, and do not hesitate to reach out for further information.

Best,  
The SipMARGS Team

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SipMARGS

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