



**FOR IMMEDIATE RELEASE**  
**April 19, 2016**

**PLCB to Welcome Curtis “50 Cent” Jackson to  
Fine Wine & Good Spirits Premium Collection Store in State College**

**Award-Winning Rapper Will Autograph Pre-Purchased Bottles of EFFEN® Vodka**

**State College** – The Pennsylvania Liquor Control Board today announced that award-winning rapper, entrepreneur, actor and producer Curtis “50 Cent” Jackson will sign pre-purchased bottles of EFFEN® Vodka from 5:00 PM to 7:00 PM on Thursday, April 21, at the Fine Wine & Good Spirits Premium Collection Store, 1682 N. Atherton St., State College.

Born in Queens, N.Y., Jackson rocketed to stardom when his 2003 debut album, “Get Rich or Die Tryin’,” made 50 Cent a major player on the rap/hip-hop charts. He was ranked as the No. 1 rap artist and most successful Hot 100 Artist of the 2000s by “Billboard Magazine,” which also named him the decade’s sixth-best artist and fourth top male artist. The Grammy Award winner has sold more than 30 million albums and is preparing to release his sixth studio album and next mixtape, “Kanan Reloaded.”

In addition, 50 Cent has carved out a successful and acclaimed career as an actor and producer. He serves as executive producer and has a reoccurring role on the hit series “Power” on Starz and developed the recently announced A&E variety series “50 Cent Presents.” He has leveraged his star power into brand extensions encompassing a broad spectrum of businesses including footwear and apparel, fragrance, video games, publishing, health drinks, supplements, SMS Audio, FRIGO by RevolutionWear and EFFEN® Vodka.

EFFEN® Vodka and EFFEN Black Cherry® Vodka, each available for \$24.99 at select Fine Wine & Good Spirits stores, are super-premium vodkas continuously distilled for smooth, clean and crisp flavor. Complimentary tastings will be available during the bottle signing for those 21 and older.

**WHAT:** Curtis “50 Cent” Jackson will sign bottles of EFFEN® Vodka

**WHEN:** 5:00 PM to 7:00 PM, Thursday, April 21, 2016

**WHERE:** Fine Wine & Good Spirits Premium Collection Store, 1682 N. Atherton St., State College, PA 16803-1416

**MEDIA CONTACT:** Elizabeth Brassell, 717.919.1905

**EDITOR’S NOTE:** In-store media access will be limited to still photography prior to 50 Cent’s interaction with fans during the bottle signing. Media interested in covering this event are strongly encouraged to contact Elizabeth Brassell in advance.

**About EFFEN® Vodka**

EFFEN® Vodka is a super-premium vodka whose name means smooth, even and balanced in Dutch. It is made from 100 percent premium wheat, which results in a silky, smooth liquid. The stylish rubber sleeve is carefully affixed to each bottle, further demonstrating EFFEN's commitment to providing a super-premium vodka with a modern design. The EFFEN line includes EFFEN® Vodka, EFFEN® Cucumber Vodka, EFFEN Black Cherry® Vodka and EFFEN® Dutch Raspberry Vodka. EFFEN is sold nationwide and is available in 50ml, 375ml, 750ml and 1.75L bottles. Drink Responsibly.

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