****

**FOR IMMEDIATE RELEASE**

**Contact**: Bryan Grigsby

 405.973.8142

 bryan@elkvalleybrew.com

**Elk Valley Brewing Gets Metal with Rainbows Are Free**

**OKLAHOMA CITY (August 14, 2019) –** Elk Valley Brewing Co. has announced the release of Head Pains IPA, a collaboration beer with local doom prog-rock band Rainbows Are Free, in support of the band’s upcoming third full-length album, also titled Head Pains.

The beer is a “zero-IBU” IPA, a style that focuses primarily on flavor and aroma with very little perceived bitterness. It will be very smooth and easy to drink, with strong citrus flavors.

“We’re some pretty big craft beer nerds,” said Brandon Kistler, lead singer of Rainbows Are Free. “When we were tossing around some ideas for the release of the new album, we thought it would be cool to have our own beer to go with it. Elk Valley is one of our favorite local brewers, and when we approached them they immediately said yes and things just progressed from there.”

“Little-known fact: we listen to a lot of metal in the brewery,” laughed John Elkins, owner of Elk Valley Brewing. “It’s good music when you’re sweating away over a big vat of boiling liquid. We’ve known some of the band members for awhile, so we were more than happy to work with them on creating this beer. It’s going to be a great thirst-quencher.”

Head Pains IPA will be available exclusively in cans designed for Elk Valley by Matt Goad, based on the album artwork from Norman artist Tony Roberts.

“This design presented some really fun challenges,” said Goad. “Tony’s artwork is very organic and psychedelic, which is quite a bit different than my linear engineered designs for the Elk Valley brand. I think the result of those things coming together really explodes off the can.”

Rainbows Are Free will be releasing a new single from the album on August 21. The full album will be released in November from Argonauta Records.

Three days of release events are planned for Head Pains IPA, on August 19, 21, and 22. See below for details.

**Release Events**

Monday, August 19, 9pm: The Blue Note, 2408 N. Robinson Ave.

Wednesday, August 21, 6pm-9pm: Elk Valley Brewing Co., 1210 N. Hudson Ave.

Thursday, August 22: special feature at three Hal Smith Group concepts

* The Winston, 106 W. Main Street, Norman
* All Pub W locations across Oklahoma City and Tulsa
* All locations statewide for The Garage Burgers & Beer

Thursday, August 22: additionally available at:

* Bunker Club, 433 NW 23rd Street, Oklahoma City
* The Pump, 2425 N. Walker Ave., Oklahoma City
* Freeman’s Liquor Mart, 4401 N. Western Avenue, Oklahoma City

For additional information, visit [elkvalleybrew.com](http://www.elkvalleybrew.com), or follow on social media at @elkvalleybrew or @rainbowsarefree.

**###**

**About Elk Valley Brewing Co.**

Elk Valley was founded John Elkins in 2014 with a simple premise: “I brew the beer that I love to drink.” The brewery has since produced more than 40 well-received beers in a wide variety of styles, including a core portfolio of six beers in distribution across Oklahoma and

 Arkansas. For more information, visit [www.elkvalleybrew.com](file:///C%3A%5CUsers%5Cbryan%5CDropbox%20%28Refresh%20Creative%29%5CElk%20Valley%5CPR%5Cwww.elkvalleybrew.com).

**About Rainbows Are Free**

Rainbows Are Free's sonic locus appears on the rock n’ roll family tree at the point where proto-metal and heavy psychedelia shared a common apocryphal ancestor before branching off into their own distinct lineages. RAF formed in late 2007 as the conglomerate of several long time heavy rock n roll bands from Norman, OK. In February 2008, RAF self-released an eponymous demo EP. A year later they began work on a full length album - Believers In Medicine - which was released in April 2010 on Guestroom Records Records (GRR). They followed up with their second full length on GRR in 2014 with the release of Waves Ahead of the Ocean, which was internationally distributed by Cargo Records UK. All three releases were recorded at the legendary Bell Labs recording studio (engineered and mixed by Trent Bell of Chainsaw Kittens fame) in Norman, OK. On July 31, 2019, they announced a partnership with Argonauta Records for the international release in November of their third full length album, Head Pains, with support from Tulsa’s Horton Records for a limited special edition vinyl release.

**Related Media**

[Photos](https://www.dropbox.com/sh/p7dbzu46ti8fl0w/AADZISXW-xz3bFROnOalVZrFa?dl=0)

[Argonauta Records Announcement](https://www.argonautarecords.com/rainbows-free-new-deal/?fbclid=IwAR2OttJGlXjYXaMK-qIZ6Y2ryrAi94volNiAJLSMC-ID0-ydtRSTSfgH_Rc)