

Jane Walker By Johnnie Walker To Bring 'Signs Of Progress' To Washington, D.C. For The 2019 Women's March
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Scotch Whisky Brand to Distribute and Preserve Signs for Future Exhibit in Celebration of the Millions of People Who Will Walk for Gender Equality

NEW YORK, Jan. 14, 2019 /PRNewswire/ -- The #WomensWave is coming. Jane Walker is showing up at the 2019 Women's March on Saturday, January 19th in Washington D.C. to celebrate the many messages of optimism and empowerment that come to life in the incredible signs for the march. The Striding Woman icon will walk with the millions of people who march around the world towards a shared vision of progress in gender equality.

Experience the interactive Multichannel News Release here:

<https://www.multivu.com/players/English/8476751-johnnie-walker-jane-walker-2019-womens-march/>

Leading up to the march, the brand is now offering those aged 21+ custom-designed artwork to download and print for marches around the country at www.WalkWithJane.com. The custom artwork was designed by talented graphic artists Monica Ahanonu, Libby VanderPloeg, Ali Macdonald, Edward Ubiera, Laurène Boglio, Grace Miceli, William de Lannoy, Bari Schechter and Laura Zalewski. These "Signs of Progress" aim to celebrate the spirit of the women's movement and are inspired by the work of non-profit brand partners [Monumental Women](#) and [She Should Run](#) – organizations that honor historic women who have paved the way and champion our future female leaders.

At the Women's March in Washington D.C., Jane Walker by Johnnie Walker will host a 'Signs of Progress' truck at 14th Street NW & Constitution Ave NW along the March route to distribute complimentary signs. The brand will have a designated donation booth in the Constitution Gardens near the conclusion of the March route for participants to donate any and all signs. These signs will be preserved for a future pop-up exhibit curated in partnership with the [New York Historical Society – Center for Women's History](#). The exhibit will commemorate the monumental messages of optimism and unity represented through march signage as well as the spirit of collective progress moving our country forward. Additional details on the exhibit to be announced in the coming weeks. For those who will be marching around the nation and are interested in donating their signs to history, please email signsofprogress@hunterpr.com for further instructions.

The Jane Walker icon, the first-ever female iteration of the Johnnie Walker brand's iconic Striding Man logo, was first introduced in March 2018 on a limited-edition offering of the award-winning Black Label blend. The icon serves as a symbol of the brand's commitment to progress in gender equality. Please join Johnnie Walker in raising a glass to those who march together and remember to celebrate responsibly.

For more information, please visit WalkWithJane.com and follow @JohnnieWalkerUS on Facebook and Twitter as well as Instagram with the hashtag #WalkWithJane.

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About Johnnie Walker

Johnnie Walker is the world's number one Scotch Whisky brand, enjoyed by people in over 180 countries around the world. Since the time of its founder, John Walker, those who blend its whiskies have pursued flavour and quality above else.

Six generations of skilled Master Blenders have pioneered and crafted bold new flavours that have transformed a small Scottish grocery store business, founded in 1820, into an international whisky business selling stylish, authentic, and iconic blends.

Today's range of award-winning whiskies includes Johnnie Walker Red Label, Black Label, Double Black, Green Label, Gold Label Reserve, Aged 18 Years and Blue Label. Together they account for nearly 19 million cases sold annually (IWSR, 2016), making Johnnie Walker the most popular Scotch Whisky brand in the world.

About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

Follow us on Twitter for news and information about Diageo North America: @Diageo_NA.

Celebrating life, every day, everywhere.

About Women's March

Women's March harnesses the political power of diverse women and their communities to create transformative social change. Women's March trains new activists, providing intersectional education on and mobilization for a diverse range of issues. In 2019 and beyond, the Women's March is focused on the Women's Agenda, a federal policy platform and roadmap for our movement.

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