



MEDIA RELEASE
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HOCKEY DAD AND MAXUM UNITE FOR A WAVE OF STYLE AND SOUND: INTRODUCING
THE SIGNATURE WATCH COLLABORATION

SYDNEY, Australia, 12 June 2024 - Australian surf rock phenomenon Hockey Dad is teaming up with esteemed 25-year-old Australian watch brand Maxum, in an exciting collaboration which sees a special blend of music and fashion.

The joining of forces is fuelled by the shared passions of Hockey Dad and Maxum's owner and designer Justin Veil, and this unique collaboration is now live.

Following their triumphant tour of America and regional Australia, Hockey Dad has solidified their position with their newest single that has recently been listed as the most played song on Triple J, captivating audiences worldwide with their dynamic sound. Riding high on this success, the band is set to embark on a new venture with Maxum, a brand rich in Australian heritage that resonates deeply with them.

Justin Veil, the die-hard Hockey Dad fan and the creative force behind Maxum, expressed his excitement about coming together, stating, "Being a Hockey Dad fan has been a personal journey for me, and to now collaborate with them on this project is a dream come true. The energy and passion they bring to their music align perfectly with the ethos of Maxum and our values of quality design and craftsmanship."

Daniel Radburn, Hockey Dad's long-time manager, shared his thoughts on the collaboration, saying, "Through our authentic and straightforward approach to both our music and fans, and as Hockey Dad continues to make waves in the music scene, we are really excited to be launching this groundbreaking collaboration."

This collaboration is not just about a signature watch; it's a celebration of shared values, creativity, and a mutual appreciation for craftsmanship. The signature watch collection is a tangible expression of this partnership, showcasing the unique surf and skate fusion of Hockey Dad's vibrant style and Maxum's commitment to precision.

About The Collection

The Signature Maxum x Hockey Dad Limited Edition collection includes three watches, all named after three singles from the band's new album.



- [Unhinged – Maxum x Hockey Dad Limited Edition Gold Watch](#) RRP \$299
- [Base Camp – Maxum x Hockey Dad Limited Edition Blue Watch](#) RRP \$199
- [Burning Sand – Maxum x Hockey Dad Limited Edition Black Watch](#) RRP \$199

The collection is available to purchase [here](#).

VIP Concert Experience

To celebrate the release of the Hockey Dad x Maxum Limited Edition Signature Collection, Hockey Dad fans have the chance to win a VIP Concert Experience including two tickets to their Repeat Rebuild Gig at Sydney's Hordern Pavilion on 6 July 2024.

The winners will get the chance to meet the band backstage as well as \$1500 towards travel and accommodation. Three lucky runners-up will receive a double pass to the Sydney Concert. The competition can be entered [here](#). Terms and conditions apply.

ENDS

Notes to Editors:

Hockey Dad x Maxum media assets are available to download [here](#).

*Customers who sign up to the mailing list, will receive 20% off all full priced products.

**Competition closes 27th June.

For more information on the Maxum watch range or media enquiries, please contact:

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About Maxum:

As Maxum proudly approaches its 25th anniversary next year, it celebrates a legacy of distributing over 750,000 watches globally. Grounded in design, quality, and craftsmanship, Maxum's ethos revolves around making every moment count. Defined by the pillars of Fashion, Sport, Art, Music, and Film, its timepieces transcend mere timekeeping, serving as a canvas for the expression of youth culture's spirit. As Maxum anticipates this significant milestone, it remains dedicated to pushing boundaries, embracing innovation, and creating watches that resonate with a diverse global audience.