



PRESS RELEASE

**Jägermeister**

## **Jägermeister's #SAVETHENIGHT Fund calls on nightlife fans to suggest innovative ideas to improve the scene**

- **Global #SAVETHENIGHT Fund launches for a second year with fund doubled to €100,000 to support nightlife projects in cooperation with iconic London club fabric**
- **Jorge Nieto from fabric will join leading names in nightlife - Jamz Supernova, Elijah, Jaguar and Jayda G, to judge the winning projects**
- **Fund open to all – from nightlife employees, club-goers and the public**

Wolfenbüttel, 24 August 2023 – The Jägermeister **#SAVETHENIGHT Fund 2023** is back and open for entries from 1<sup>st</sup> of September 2023. With the aim of making nightlife a better place in the areas of sustainability, diversity and safety, this year's fund sees Jägermeister team up with legendary nightclub, fabric in London as its official partner in search of innovative ideas from across the globe.

Returning for a second year, the fund will reward project ideas that improve night culture with entries open to all via [www.jagermeister.com/en/save-the-night](http://www.jagermeister.com/en/save-the-night). A number of winning applications, selected by a judging panel, will be awarded with funds from a total €100,000 funding pot, to bring their project to life with the support of Jägermeister. Distribution of the budget will be based on the scope of the ideas submitted.

After a successful first year, this year's **#SAVETHENIGHT Fund 2023** will be supported by a prestigious judging panel featuring Jorge Nieto, Creative Director at fabric nightclub in London. Jorge will be accompanied by radio host Jamz Supernova; artist manager and DJ, Elijah; DJ and journalist, Jaguar and Jayda G, the Grammy nominated writer, producer, DJ and broadcaster – all of whom will be responsible for allocating funds to the most deserving projects.



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The return of the fund aims to remind the public of Jägermeister's' commitment to save and shape the future of nightlife so that future generations can enjoy the best of nightlife for years to come. It is for this reason, that the brand has teamed up with legendary London super club fabric. Together, Jägermeister and fabric are launching the call for ideas to make nightlife safer, more inclusive and more sustainable today and tomorrow.

Kai Dechsling, Director Global Culture & Experiential Marketing at Mast-Jägermeister SE comments: "Jägermeister is a brand whose home has long been in and around the nightlife scene. This is why our mission is to provide our consumers with the best nights of their lives today and tomorrow; and why we are committed to using the **#SAVETHENIGHT** platform to protect the integrity and future of nightlife."

Kai continues: "The **#SAVETHENIGHT Fund 2023** aims to help re-mobilise this vitally important industry which has become a refuge for so many people across the globe. We look forward to supporting those who are equally passionate about nightlife to do their bit. Entries can come from anywhere and anyone, we are simply looking for great ideas that help nightlife to thrive."

**#SAVETHENIGHT** also aims to raise awareness of issues relating to inclusion, safety, and diversity during and beyond a party night. Entrants are free to consider these themes when submitting their ideas.

Jorge Nieto, Creative Director at fabric comments: "We are delighted to come on board to support Jägermeister's mission to improve the current and future integrity of the nightlife scene. fabric opened its doors over 24 years ago and has welcomed an incredible array of artists and club-goers through generations. However, we are well aware that we are one of the lucky ones to have stood the test of time when so many other venues haven't survived or managed to remain



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inclusive and sustainable. The **#SAVETHENIGHT Fund** aims to change that and we are excited to see what ideas come in to help bring that mission to life.”

In 2022, three winners were selected from Berlin, London and Nairobi. In Berlin the winning idea was to create a more inclusive club night, embracing people with disabilities, in order to inspire change and raise awareness of this important issue. Meanwhile the London winner's idea saw the creation of a more sustainable club night. In Kenya the winner worked with Jägermeister to develop a mentoring scheme for young bartending talent from more urban areas, taking them to the capital city to give them the knowledge they need to further their careers.

Those keen to enter should submit their projects at [www.jagermeister.com/en/save-the-night](http://www.jagermeister.com/en/save-the-night) between September 1<sup>st</sup> to November 30<sup>th</sup> 2023. The competition is open to all – from nightclub owners and employees, to club-goers and all members of the public. The judging panel will select a number of projects from the entries with individual amounts allocated from a total €100,000 fund, plus production support.

The winning projects will be rolled out in 2024.

**- ENDS -**

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### **About #SAVETHENIGHT**

Since the launch of the #SAVETHENIGHT project in April 2020, Jägermeister has supported more than 1,500 creatives and 1,200 projects in over 60 countries. The goal of #SAVETHENIGHT is to make nightlife a better place worldwide - today and in the future. To achieve this, Jägermeister supports different initiatives and projects globally that aim to create a more diverse, sustainable and safe night.

[www.jagermeister.com/en/save-the-night](http://www.jagermeister.com/en/save-the-night)

### **About Jägermeister**

The world-famous herbal liqueur Jägermeister is distributed in more than 150 countries around the world – but its home is in Wolfenbüttel, Lower Saxony. Only here is Jägermeister produced and distributed by Mast-Jägermeister SE. The world's most successful herbal liqueur has been based on a mysterious recipe of 56 different herbs, flowers and roots for over 80 years. In 2022, with total sales of 120,7 million 0.7-liter bottles, the brand with the stag is the best-selling herbal liqueur in the world. Visit <https://www.mast-jaegermeister.de/en>.