



PRESS RELEASE

**Jägermeister**

## **JÄGERMEISTER LAUNCHES GLOBAL CAMPAIGN “NIGHT LIGHTS” WITH POST MALONE**

**A tribute to nightlife for Jägermeister’s #SAVETHENIGHT initiative**



Wolfenbüttel, Germany (16. September 2021) – Whether it’s bartenders, artists or creatives: Restrictions weigh heavily on those who make nightlife possible. International superstar Post Malone and Jägermeister continue to support nightlife communities worldwide by raising awareness for the #SAVETHENIGHT initiative and continuing financial support for artists worldwide via “Meister Fund”. Both Post Malone and the brand are united by their passion for music and together they amplify the cause of the initiative introduced by Jägermeister.

With Post Malone as an ambassador of #SAVETHENIGHT Jägermeister launches the 60 second video “Night Lights” shot by Academy Award-nominated director Zachary Heinzerling – a tribute to nightlife. The short film celebrates the high energy moments of the night and celebrates the excitement for the return to the clubs and stages, honoring artists, local communities, and venues around the world.



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"We wanted to help raise awareness and send support to the whole nightlife community & anyone who's been affected during these tough times. All the artists, the creatives, the staff - this is for you", says Post Malone.

"With the long-term commitment of #SAVETHENIGHT we want to continue to provide sustainable support for the global nightlife scene. My special thanks to everyone involved in this incredible project," says Wolfgang Moeller, Global CMO at Mast-Jägermeister SE. "To share this commitment with a partner like Post Malone is a great honor for us."

Brand enthusiasts and supporters can experience the video on all Jägermeister social media channels and on [www.save-the-night.com](http://www.save-the-night.com). On the platform fans can also find lots of creative content to enjoy.

### **Limited Edition Bottle to #SAVETHENIGHT**

In mid-September 2021 Jägermeister will launch an exclusive Limited Edition Bottle in selected markets as an additional way for brand enthusiasts and supporters to actively invest in the future of nightlife: Part of the proceeds go directly to the Meister Fund – a financial support system that benefits projects and innovative ideas of artists and creatives from the Meister network of #SAVETHENIGHT.

### **About #SAVETHENIGHT**

With the global initiative #SAVETHENIGHT Jägermeister has been able to support more than 1,500 artists, creatives, and bartenders from more than 60 countries. It raises awareness for the situation of thousands of creatives as well as the people that deeply miss going out and celebrating the night. It inspires people all around the world to team up with Jägermeister.

Through the Meister Fund as part of #SAVETHENIGHT Jägermeister helps artists and creators financially so they can craft various forms of art for audiences to book and enjoy on the platform [www.save-the-night.com](http://www.save-the-night.com) – from Meister Drop-In's to other entertaining content. Everyone can join #SAVETHENIGHT and stand by the people who make the night by joining and sharing their performances and tipping the artists.



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## **About Jägermeister**

Mast-Jägermeister SE is firmly rooted in Wolfenbüttel, Lower Saxony, Germany. Here, and only here, the company produces Jägermeister, the herbal liqueur with the stag – and the biggest German spirit brand. First invented over 80 years ago, Jägermeister is based on a secret recipe of 56 different herbs, flowers and roots. Being sold in 150 countries Jägermeister is the world's most successful herbal liqueur.

## **Contact**

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