



PRESS RELEASE

Jägermeister

#SAVETHENIGHT continues: Jägermeister establishes global fund to improve nightlife

- **Jägermeister will support innovative ideas to improve nightlife via #SAVETHENIGHT Fund**
- **Together with the world-renowned TRESOR club in Berlin the iconic brand calls on everyone around the globe to contribute their ideas to making the night a better place**

Wolfenbüttel, 26th of August 2022 – Jägermeister continues to support people and institutions that make nightlife happen by building on the success of its initiative #SAVETHENIGHT. Even beyond the pandemic, nightlife worldwide continues to face historically unprecedented challenges, including gentrification, the (in)security of its participants and a rapidly dying club scene. All these factors continue to threaten artists, venues and clubgoers alike, with free spaces rapidly assuming the status of precious commodity.

#SAVETHENIGHT is shifting gears this year to pursue its ultimate, long-term ambition of improving nightlife. In collaboration with the world-famous TRESOR club in Berlin, Jägermeister wants to gather impactful, community-driven and innovative ideas for rejuvenating nightlife across the globe by opening up the #SAVETHENIGHT Fund.

Call for ideas open worldwide

Jägermeister is calling on the nightlife community to help lead the change and submit ideas for its improvement. “We want to create a better night together with people across the globe. #SAVETHENIGHT, from the start, showed us that the best ideas arise from the night”, explains Wolfgang Moeller, Global CMO at Mast-Jägermeister SE. “That is why we set up the fund and call on everyone with a passion for the night to participate.”



PRESS RELEASE

Jägermeister

Between August 26th and November 1st, people worldwide can submit their projects at www.save-the-night.com. All ideas are welcome if they focus on a more sustainable, more diverse, safer or – simply – better nightlife and address the issues which pose a threat to dancefloors and venues around the world. Through the #SAVETHENIGHT Fund, Jägermeister will support these ideas with a € 50.000 fund.

A panel of nightlife luminaries will choose the winning ideas

A renowned board of six nightlife experts and iconic creatives will select up to five winning ideas that have the potential to gain the most positive impact on the world after dark. The panel is comprised of Sarah Farina, international DJ, producer and activist, Bernard Koomson, founder of the creative collective deadHype as well as Darwin Reef, DJ and founder of the initiative 'Clean Scene', which advocates for more sustainability in the dance music industry. Joining them are Dimitri Hegemann, owner of TRESOR and techno visionary, Asia James, a multi-disciplinary artist and well-known nightlife personality on the Berlin club scene and Lewamm Ghebremariam, Culture Entrepreneur & Board member of the Berlin Clubcommission where she supervises the Awareness & Diversity Department.

The winning projects will be rolled out in 2023. The big goal is to make nightlife a better place and thus save the best nights of our lives – today and tomorrow.

Celebrating 31 years TRESOR with the future forum

To accompany this call for ideas, #SAVETHENIGHT kicked-off the global fund with the future forum in Berlin on August 24th. As part of TRESOR's 31-year anniversary celebrations, a panel consisting of the jury members gathered to discuss and debate the most challenging threats confronting international nightlife.

TRESOR, a renowned techno label and nightclub based in Berlin is ideally suited as a partner for the #SAVETHENIGHT Fund. Founded in 1991, TRESOR has established itself as one of the household names on the worldwide techno scene and shares an essential commitment with Jägermeister: to sustain and foster nightlife culture.



PRESS RELEASE

Jägermeister

Official press image



Subline: The panel will select up to five winning ideas that have the potential to gain the most positive impact on the world after dark (From left: Lewamm Ghebremariam, Asia James, Fallon MacWilliams aka. Darwin, Dimitri Hegemann and Bernard Koomson.)

Contact

Mast-Jägermeister SE
Nikola Finke
Public Relations
Tel.: +49 5331 81-0
E-mail: press@jaegermeister.de
Website: www.mast-jaegermeister.com
<https://presskit.mast-jaegermeister.com/save-the-night/>

About #SAVETHENIGHT

With the global initiative #SAVETHENIGHT, Jägermeister has been able to support more than 1,500 artists and bartenders from more than 60 countries between 2020 and 2021. It raises awareness for the situation of thousands of creatives and has the ambition to improve nightlife culture in the long-term. Since nightlife is an essential part of society and culture and is worth protecting – now and in the future, #SAVETHENIGHT is set to continue.

About Jägermeister

The world-famous herbal liqueur Jägermeister is distributed in 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 2021, with total sales of 111,6 million 0.7-liter



PRESS RELEASE

Jägermeister

bottles, the brand with the stag is the best-selling herbal liqueur in the world.

Visit <https://www.mast-jaegermeister.de/en>.