



PRESS RELEASE

**Jägermeister**

## **Jägermeister competition: #SAVETHENIGHT**

### **More than 50,000 euros for innovative nightlife projects**

Wolfenbüttel, 1<sup>st</sup> of August 2022. Together, the Wolfenbüttel-based herbal liqueur brand Jägermeister and Berlin-based techno institution "Tresor" had jointly called for global financial support for ideas that preserve and promote nightlife culture. Via the platform [www.save-the-night.com](http://www.save-the-night.com), 226 funding applications from five continents were submitted by the beginning of November. The focus of the ideas was on safety, inclusion and sustainability in nightlife.

The winners have now been announced: The first winning idea is from "Club Sol" in London. This is a solar-powered nightclub initiative. Solar-based sound systems require up to 20 percent less energy than conventional systems. The second winning idea comes from Berlin: Stella Spoon and Nick Germeys with the collective Queer Trans Liberation also wish for a prejudice-free space in nightlife for people with disabilities and have presented a corresponding concept. Both projects will be implemented in 2023.

"Jägermeister is a community brand and has been part of night culture for decades. #SAVETHENIGHT is an example of our commitment to protect nightlife as a forum for social interaction and enjoyment. We are excited about the creative ideas that have reached us from around the globe. Therefore, Jägermeister will provide additional funds at short notice to support a third project that is close to our hearts because of its topicality," says Kai Dechsling, Head of Global Culture & Experiential Marketing at Mast-Jägermeister SE.

The additionally funded project is an idea from Rabudi West: While the capital Nairobi and the coastal regions of Kenya, which are dominated by tourism, have an active nightlife, there are hardly any cultural offerings in more rural areas. This is where Rabudi's initiative comes in and aims to provide advanced training for those who are committed to revitalizing a cultural nightlife in Kenya.

"An active, diverse and safe nightlife connects cultures and offers opportunities for people worldwide to realize themselves. By realizing the three projects in Germany, the United Kingdom and Kenya, we are opening the door for young talents to completely new career perspectives and to develop themselves. The projects are a real enrichment for nightlife and a prime example of the transformation of the scene towards more inclusion and diversity," explains Dechsling.



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The winners were selected by an independent jury with ties to nightlife:

- Lewamm Ghebremariam: cultural entrepreneur and board member of Berlin's Clubcommission.
- Asia James: multidisciplinary artist, bouncer and nightlife personality
- Fallon MacWilliams aka. Darwin: DJane, owner of the SPE:C label, founder of the climate protection collective Clean Scene, and event host
- Dimitri Hegemann: founder of the Berlin club "Tresor" and importer of the then new music genre techno to Germany
- Sarah Farina: International DJane, music producer, curator and promoter
- Bernard Koomson: DJ and founder of the artist collective deadHYPE

All information regarding the initiative is available online at [www.save-the-night.com](http://www.save-the-night.com). We will be happy to provide visual material if required.

#### **About #SAVETHENIGHT**

Since the initiation of the #SAVETHENIGHT project in April 2020, Jägermeister has already 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 brings artists and nightlife fans together via the platform [www.save-the-night.com](http://www.save-the-night.com).

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

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

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