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Jägermeister awards 100,000 euros to #SAVETHENIGHT projects in Northern Ireland and Kenya

Over 300 ideas submitted to preserve nightlife

Wolfenbüttel, 7th of February 2024 – Together with London nightclub fabric, Jägermeister launched the second global call in September of last year to submit innovative ideas to improve the nightlife-scene.

The winners have now been announced: **Jesse Mwenda Mugambi** from **Nairobi, Kenya**, will receive 50,000 euros for his idea to build a mobile sound studio from decommissioned shipping containers. The "Studio Can-V" aims to serve musicians for practice and recording while also functioning as an inclusive event space. He envisions creating a cultural hub for socially disadvantaged groups, promoting sustainability through a circular economy, and making the country's nightlife accessible to people beyond the capital.

Additionally, another 50,000 euros will go to **Northern Ireland** for the project idea by Holly Lester and Boyd Sleator and their organization "**Free The Night**".

There has been an 85% decrease in nightclubs across the Island of Ireland in the last 20 years. Northern Ireland poses significant challenges to the clubbing community due to having one of the most restrictive licensing laws in Europe and a lack of nighttime infrastructure.

Considering this situation, Holly and Boyd want to produce a documentary that will show the high social and cultural value of the club and music scene. They also plan to carry out an anthropological study to produce a report about the challenging situation of the country's music clubs. Both the film and the study are intended to influence public perception and resonate with political stakeholders.

"An inclusive, diverse, and safe nightlife opens up unique pathways for self-expression worldwide. It is a space of freedom and creates sanctuaries. The two projects in Kenya and Northern Ireland address crucial socio-political issues and actively contribute to developing nightlife in a positive direction. The supported ideas not only enrich the local scene but also vividly illustrate the societal value and significance of preserving nightlife," explains Kai Dechsling, Director of Global Culture & Experiential Marketing at Mast-Jägermeister SE.

"We received many fantastic ideas, but the concept from Jesse in Kenya really stood out to me. So many people would benefit from this mobile venue, and it



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would be wonderful to see Kenyan electronic artists flourish and develop within this hub, regardless of social status and background," said jury member Jaguar, UK-based DJ and journalist.

Every winner will engage in a preliminary session with one of the judges before embarking on the execution phase. This collaborative mentoring approach underscores Jägermeister's commitment to actively contribute to the realization of both awarded projects. By providing not only conceptual guidance but also hands-on support, the brand ensures the winning projects can reach their fullest potential.

The second year of the #SAVETHENIGHT Fund saw a significant increase in participation. By the end of November 2023, more than 300 applications for funding had been submitted through the platform www.jagermeister.com/en/save-the-night (compared to 225 the previous year), representing 50 countries. The majority of applications came from the UK, accounting for 44% of submissions. However, there were also many project ideas from the United States and Germany. The focus was on safety, inclusion and sustainability in nightlife.

The two winners were selected by a prestigious judging panel:

Jorge Nieto, Creative Director at fabric nightclub in London,
Jamz Supernova, British radio host,
DJ Elijah, artist manager and DJ,
Jaguar, DJ and journalist, and
Jayda G., Grammy-nominated author, producer, DJ, and broadcaster.

The projects are scheduled to be implemented in 2024.

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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

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. With the #SAVETHENIGHT Fund, Jägermeister is committed to improving the diversity, safety and sustainability of global nightlife.

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