



Jägermeister

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ABOUT THE PROJECTS



#SAVE THE NIGHT

Jägermeister's mission is to give people today and, in the future, the best nights of their lives. The best nights are safe, inclusive and sustainable. With the #SAVETHENIGHT initiative, Jägermeister has set itself the goal of preserving the future of nightlife for future generations and underlines the importance of nightlife culture.

The future of nightlife faces many challenges around the world: Legal restrictions, security concerns, economic hurdles and gentrification are just some of them. Jägermeister's #SAVETHENIGHT is looking for projects that respond to local needs.

Since 2022, Jägermeister has supported the #SAVETHENIGHT Fund, Jägermeister has been supporting the after-dark scene worldwide. Local nightclubs, talent and communities to improve safety, inclusion, diversity and sustainability in nightlife. Global ideas are welcome and winners receive funding and resources for local implementation.



OUTSTANDING! OUTSTANDING! OUTSTANDING! OUTSTANDING!

OUTSTANDING PROJECTS 2022

- Concept for inclusive club nights in Berlin
- A more sustainable club night initiative in London
- Mentoring program for young bartending talents in Nairobi

OUTSTANDING PROJECTS 2023

- Documentary film to raise awareness of the demise of Northern Ireland's club venues
- Mobile recording studio made from discarded shipping containers in Nairobi

ABOUT

Since the launch of the #SAVETHENIGHT project in April 2020 Jägermeister has already supported more than 1,600 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 together artists and nightlife fans through the www.jagermeister.com/en/savethe-night platform.