

FOR IMMEDIATE RELEASE:

Celebrate World Gin Day in Style this year as BULLDOG Gin presents The Big Session in aid of Nordoff Robbins



TUESDAY 22ND MAY 2018: To celebrate this year's World Gin Day, **BULLDOG Gin** has curated a bespoke and intimate concert to take music and gin fans alike from sundown to sunup.

The Big Session, curated by BULLDOG Gin, takes place at the infamous Printworks on **Wednesday 6th June** in celebration of **World Gin Day on 9th June**. With top Ibiza DJ's **Gorgon City** headlining the session alongside the legendary **Tom Findlay of Groove Armada**, **Housekeeping (HI Ibiza)** and **Siggy Smalls (Hed Kandi)**; guests will be immersed in the bold and unique characteristics of **BULLDOG Gin** whilst enjoying the perfect **BULLDOG Gin & Tonic** and bespoke cocktails.

BULLDOG Gin are excited to be curating a session that not only boasts a great line up of world renowned DJ's, but also supports the valuable work that **Nordoff Robbins** does with and alongside the music industry through the proceeds of the event.*

The largest independent music therapy charity in the UK, **Nordoff Robbins**, bring life-changing music therapy to as many people as possible through the delivery of high-quality music therapy services; their Masters-level music therapy training; and their dedicated research to enrich, strengthen and demonstrate the effectiveness of their work.

BULLDOG Gin continues to go from strength to strength, a success partly credited to its injection of energy into the homogenic premium gin category; in line with its uniquely smooth, versatile flavour

profile. With its multiple layers of flavour, unique botanicals, smooth taste and modern packaging, **BULLDOG Gin** is showing us all how to enjoy gin the modern way.

Campari UK's Marketing Director Nick Williamson says of the The Big Session curated by BULLDOG Gin "This is a great opportunity to speak directly to the new generation of millennial gin lovers who look for sociable and engaging environments for their gin consumption. With its smooth, accessible taste profile and multiple layers of flavour, **BULLDOG** is a gin like no other and we look forward to celebrating World Gin Day as such. We are pleased to support the valuable work of such a renowned charity as Nordoff Robbins in conjunction."

Sandy Trappitt, Senior Partnerships Manager for Nordoff Robbins says: "I am absolutely delighted that we have this opportunity to work alongside **BULLDOG Gin** - partnerships like this are so important to us, as they support and enable us to continue our life-changing music therapy work. This is an exciting time for Nordoff Robbins, and we can't wait to work together."

BULLDOG Gin are delighted to bring the Big Session to London in aid of Nordoff Robbins this World Gin Day as part of the wider **BULLDOG Sunset Sessions** campaign that goes live through events, experiential and the on trade in June; continuing a trend of successful partnerships with music industry behemoths such as Dizzee Rascal, Wiley, Music Week, NME, and Printworks London.

Join us on **Wednesday 6th June** in raising a **BULLDOG Gin & Tonic** and toasting **World Gin Day** a bit differently this year.

Ticket purchase information:

Donation to Nordoff Robins: £10.00 – 25.00

Link: link.dice.fm//the-big-session

For Further information please contact Georgie Sidwick on
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Instagram: @BULLDOGGin_UK

Campaign: #BULLDOGSessions

Notes to Editors

ABOUT BULLDOG GIN:

BULLDOG had a vision to create a modern gin.

To do so, it partnered with G&J Greenalls, the world's oldest continuous gin distillery and crafted something that appealed to the modern white spirits drinker and the result was a smooth, balanced gin with multiple layers of flavour for maximum mixability.

Using the best quality British wheat and water BULLDOG starts with delivers a smooth, citrus forward, balanced spirit. The precise layering of twelve botanicals are sourced from carefully selected growers; lavender, white poppy, dragon eye and lotus leaves give BULLDOG its layer of distinction building on a complex base blend of liquorice, almond, orris and cassia juniper, angelica, coriander and lemon.

With its iconic black gloss bottle and distinctive citrus forward flavour profile, BULLDOG is winning the hearts of gin and vodka lovers across the globe. Owned by Campari Group, BULLDOG is the third largest premium gin

in the world, available in over 75 countries worldwide.

BULLDOG gin is 40% ABV and available in 70cl from select retailers. For more information, please visit www.bulldoggin.com.

BOLD ON THE OUTSIDE. SMOOTH ON THE INSIDE.

DRINK RESPONSIBLY.

ABOUT CAMPARI UK

Campari UK is Gruppo Campari's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises 40 'Camparistas' from numerous different nationalities.

At the heart of Campari UK are two main portfolio offerings. The first is the Italian portfolio, featuring distinctive brands such as Campari and Aperol. The second group is the White & Dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof – complemented by brands including Wild Turkey Kentucky Bourbon, Grand Marnier & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 40 premium spirit brands; each with speciality offerings in their quality, innovation, and style.

Visit www.campariuk.com to find out more about the company and range of products or follow Gruppo Campari UK on Twitter at @CampariGroupUK.

Please enjoy our brands responsibly.

ABOUT CAMPARI GROUP

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include **Aperol**, **Appleton Estate**, **Campari**, **SKYY**, **Wild Turkey** and **Grand Marnier**. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-

Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en

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ABOUT NORDOFF ROBINS

Nordoff Robbins is the largest independent music therapy charity in the UK, dedicated to changing the lives of vulnerable and isolated people. We support thousands of people in our own centres and by working in partnership with a wide range of organisations including care homes, schools and hospitals. When delivered by a trained practitioner, music therapy can be used to support people living with a wide range of needs. It can help a child with autism to communicate, reduce anxiety for those living with dementia or provide comfort and celebrate the life of someone facing terminal illness. Music therapy can be life-changing for so many people.

ABOUT PRINTWORKS

Printworks London is a groundbreaking multi-purpose venue which is already changing the face of the capital's cultural scene.

After being awarded Club Of The Year by DJ Mag and Mixmag, Printworks plans to build on an incredible first year with a commitment to showcasing some of the world's biggest electronic and live artists, and a wide cultural programme.

Comprised of six vast spaces, Printworks retains original features and machinery from its time as western Europe's largest print facility.

By combining forward-thinking music policies, an uncompromising commitment to quality of experience and a brutally modern and unique location, Broadwick Live is on a path to creating the world's most iconic arts destination.

***Proceeds of tickets bought by consumers along with a £10 nominal donation of those on the guestlist will go directly to the charity.**