

FOR IMMEDIATE RELEASE:

Celebrate World Gin in Style this year with The Big Session curated by BULLDOG Gin



*Join **Gorgon City**, **Tom Findlay of Groove Armada** and **Housekeeping**; in aid of **Nordoff Robbins** on **Wednesday 6th June**.*

DATE XXXXXXXX: The **BIG** Session, curated by **BULLDOG Gin** in aid of **Nordoff Robbins**, takes place at the infamous Printworks on **Wednesday 6th June**. With top international DJ's, **Gorgon City** headlining the session alongside the legendary **Tom Findlay of Groove Armada**, **Housekeeping (HI Ibiza)** and **Siggy Smalls (Hed Kandi)**; The **BIG** Session celebrates **World Gin Day on 9th June** in style this year.

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**, brings 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.

Always a brand that behaves differently, **BULLDOG Gin** is known for its injection of energy into the world of gin. Continuing its admired support for the world of music, **BULLDOG Gin** has worked with their friends in the industry to curate a bespoke and intimate concert in the lead up to **World Gin**

day. Kicking the evening off will be **Siggy Smalls** followed by the extremely popular DJ collective, **Housekeeping**.

Born out of a shared passion for music, **Housekeeping** was founded in 2012 by London based DJs Taylor McWilliams, Carl Waxberg, Sebastian MDH and Jacobi AGC. Created with a thirst for pleasure-seeking, their goal is to push the boundaries of musical experience and spread their unique vibe to the rest of Europe and beyond.

Guests will then enjoy a set **by Tom Findlay from Groove Armada**, who for nearly two decades have been established as one of the planet's best loved and biggest selling dance acts. As comfortable on the big stages as they are in sweat soaked basements, the boy's cross genres and styles with ease.

The evening will be wrapped up by the global sensations **Gorgon City**. Having established themselves as one of the most in-demand acts in the industry, **Gorgon City** have enjoyed stellar success over the past 5-years thanks to their unique blend of bass-driven house music and addictive vocals. The UK duo, consisting of **Kye Gibbon** and **Matt Robson-Scott**, have developed a huge international presence, playing to enormous crowds of dedicated fans around the world. Gorgon City have recently released their brand new single '[Go Deep](#)' featuring Ghosted & Kamille.

BULLDOG Gin continues to go from strength to strength, with its success partly credited to it being the only premium gin to support gin drinkers in higher energy occasions; 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 "With its smooth, accessible taste profile and multiple layers of flavour, **BULLDOG** is a gin like no other and we look forward working with our friends in music to celebrate World Gin Day differently. 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."

The **BIG** Session is part of a wider music-lead **BULLDOG Sunset Sessions** campaign that goes live through events, experiential and the on trade in June. This continues a trend of pioneering partnerships with music industry behemoths such as Dizzee Rascal, Wiley, Music Week, NME, Notion and Printworks London. **BULLDOG Gin** are delighted to extend this support to Nordoff Robbins.

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

Ticket purchase information:

Donation to Nordoff Robins: £5.00-£10.00

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

For Further information please contact Georgie Sidwick on

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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 triple distilled neutral grain spirit. Then, it is distilled once more, adding the distinctive botanicals to the pot still to deliver 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 iconographic black gloss bottle and distinctive citrus forward flavour profile, BULLDOG is winning the hearts of gin and vodka lovers across the globe. Founded by ex-banker and entrepreneur Anshuman Vohra, BULLDOG is based in New York and is privately owned. It is the fastest growing 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.

LIVE DEFIANTLY. DRINK RESPONSIBLY.

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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 ground-breaking 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.

ABOUT GORGON CITY:

Having enjoyed a seminal couple of years, **Gorgon City** have channelled their roots in London club culture to emerge as a theatre-filling, chart topping live act. The pair have continued to thrive in recent times with their recent **Duke Dumont** collaboration '**Real Life**', providing the soundtrack of summer 2017 from the UK to Ibiza and beyond and looking towards the release of their new album in 2018.

ABOUT TOM FINDLAY - GROOVE ARMADA

For nearly two decades Groove Armada has been established as one of the planet's best loved and biggest selling dance acts. As comfortable on the big stages as they are in sweat soaked basements, the boys cross genres and styles with ease. The pair continue to headline the likes of WHP, Cream, ANTS, Wildlife Ibiza, Elrow and more and with their 21st anniversary on the horizon, plans are being hatched for a fitting celebration.

ABOUT HOUSEKEEPING:

Born out of a shared passion for music, **HOUSEKEEPING** was founded in 2012 by London based DJs Taylor McWilliams, Carl Waxberg, Sebastian MDH and Jacobi AGC. Created with a thirst for pleasure-seeking, their goal is to push the boundaries of musical experience and spread their unique vibe to the rest of Europe and beyond. Housekeeping start their full residency on Black Coffee Saturdays at Ibiza's new venue Hï on 26th May.

ABOUT SIGGY SMALLS:

Siggy Smalls is all about style, sass and sound. Starting her career interviewing artists at Sony HQ, she quickly moved into hosting her own weekly show on MEATtransMISSION playing the best in Disco/ Nu disco and vocal house with monthly guest DJs and producers. Her show gained more and more attention providing the perfect platform and opportunity to launch her DJ career in venues and festivals worldwide.

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