



Jägermeister®

Jägermeister and NIVA Launch Second Wave of Partnership

'Our Stages, Our Stories'

Campaign Highlights The Stories of Independent Venues
and Nightlife Staff Across The U.S.

Series gives fans a front-row seat as staff re-enter their workplace after more than a year closed



Venue Workers L-R: Joshua Oates aka Pixel, Nick Stone, Cheyenne Brandt.

April 28, 2021: Today, Jägermeister and the National Independent Venue Association (NIVA) launch ‘Our Stages, Our Stories’, the second wave of their partnership focused on preserving independent live music venues across the United States.

The partnership [kicked off](#) in December 2020 with a \$1 million donation from Jägermeister to the [NIVA Emergency Relief Fund](#) (ERF) and a commitment from both organizations to work together through 2021 to raise awareness and provide support both for the ERF and the nightlife community.

As part of Jägermeister’s global Save the Night initiative, ‘Our Stages, Our Stories’ spotlights industry staff — the bartenders, audio engineers, door staff, ticket-takers, the DJs, and more — as they contemplate one year away from nightlife and the possibility of its return. The collection of vignettes highlights independent venues and members of their staff in seven markets across the U.S. including Los Angeles, Detroit, New York, New Orleans, Austin, Chicago, and Atlanta.

The campaign focuses on what nightlife workers miss about live shows – from the roar of the crowd to the art that’s been lost along the way; each of their stories is as unique and personal as the community they are from.

Watch the ‘Our Stages, Our Stories’ :30 second launch clip [HERE](#), and follow [@JägermeisterUSA](#) for additional stories over the coming months.

In addition to the stories from these markets, artists from across the U.S. have signed on to help spread the message including legendary rapper Kurtis Blow, iconic superstar Big Freedia, R&B chart topper Dani Leigh, Grammy nominated producer duo Take A Daytrip, international heavyweight Lolo Zouaï, actor and comedian extraordinaire Flula Borg, rapper, singer, songwriter and record producer Kota the Friend and comedian, and “Orange Is the New Black” star Lea DeLaria. These artists will be sharing their favorite memories from live shows in independent venues while helping to amplify awareness through their social channels. A series of virtual fan events will also be announced at a later date.

“We’re grateful to Jägermeister for their continued attention and support for independent venues. This campaign highlights the workers that make up the heart and soul of our industry. It is more important than ever that they have an opportunity to tell their stories,” says Stephen Sternschein, founding board member and treasurer of NIVA and managing partner of Heard Presents in Austin.

“Jägermeister is built on the shoulders of the live music business and its unsung heroes- the bartenders, sound engineers, artists, bouncers, and staff that bring these venues to life. As independent venues and their staff begin to look towards the future, it’s more imperative than ever that we continue to support the return of nightlife through our global #savethenight initiative. Through our ongoing partnership with NIVA, we are telling the stories of these independent venues and their staff. Local stages are where the culture of the community lives and their emptiness has left a hole we’ve felt throughout this pandemic. But they will be back. We’re making sure.” - Chris Peddy, Chief Marketing Officer at Mast - Jägermeister US

For more information on Jägermeister’s Save the Night initiative, visit [save-the-night.com](#).

Fans can also donate to help Save Our Stages via [saveourstages.com/jagermeister](#).

About Jägermeister

Introduced over 80 years ago, Jägermeister, German for "Master Hunter," is one of the world's most successful liqueurs and available in over 150 countries. The iconic taste of Jägermeister is not left to chance but is due to decades of experience, a safely guarded secret recipe consisting of 56 natural herbs, blossoms, roots and fruits including star anise, cardamom, cinnamon and ginger roots, and 383 quality checks. The botanical ingredients are extracted in their raw, unprocessed form through a gentle, weeks-long process of cold maceration to create Jägermeister's base. The base, housed in more than 400 oak casks, then "breathes" for one full year, which is key to creating the complex and balanced flavor of Jägermeister's legendary taste profile. Jägermeister is 35% Alc./Vol. and imported exclusively by Mast-Jägermeister US, White Plains, NY. Visit www.jagermeister.com and follow @JagermeisterUSA on Facebook, Twitter and Instagram. DRINK RESPONSIBLY

About Save The Night Initiative

Save The Night is a funding and support platform launched by Jägermeister in 2020. The year nightlife has been entirely shut down for the first time in human history. Since then, we are on a worldwide mission to support nightlife professionals affected by the shutdown of bars, clubs, pubs, venues and festivals, while bringing entertainment and inspiration to people stuck at home, through virtual events, parties, stories and workshops. <https://www.save-the-night.com/>

About NIVA

Formed at the onset of the COVID-19 shutdown, the National Independent Venue Association (NIVA), now represents more than 3,000 venues, promoters, and festivals in all 50 states and Washington, D.C. NIVA, a 501(c)6, created and led the #SaveOurStages campaign, resulting in landmark legislation establishing the "Shuttered Venue Operators" Grant program to be administered by the Small Business Administration. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters and festivals throughout the United States. The National Independent Venue Foundation (NIVF) was founded as a 501(c)3 to further this mission by also seeking to support a transparent, competitive marketplace serving a diverse and inclusive community of artists, fans, and industry workers. The NIVA Emergency Relief Fund directly supports the preservation of the independent live entertainment ecosystem that presents music, comedy, and the performing arts, helping these critical spaces survive through the Coronavirus pandemic. Individuals, foundations, businesses, and organizations that are interested in financially supporting NIVA, NIVF, or the NIVA Emergency Relief Fund should visit nivassoc.org/donate. NIVA is committed to equity in its support and advocacy for independent venues, and seeks to create and encourage opportunities for venues, promoters, and festivals owned, operated, and staffed by people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities.

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