



## Jägermeister unveils the Global Winners of the 2025 SAVE THE NIGHT Fund

*Four projects selected from nearly 1,000 applications to advance safer, more inclusive, and sustainable nightlife culture worldwide*

**Wolfenbüttel, 8<sup>th</sup> of April 2026** – Jägermeister today announced the four winners of its **2025 SAVE THE NIGHT Fund**, which supports innovative projects that help shape the future of nightlife around the world. Selected from nearly 1,000 applications submitted by individuals, collectives, and organizations across 62 countries, this year's winners—**The Reset Stage** (Utrecht, The Netherlands), **Digital Destiny Academy** (Lisbon, Portugal), **FM/AM** (Mexico City, Mexico), and **Ses'fikile** (Cape Town, South Africa)—will share more than €156,000 to develop, scale and implement their projects.

The selected initiatives address key challenges facing nightlife today - from improving working conditions behind the scenes to creating safer ways to get home - contributing to a more inclusive, sustainable and conscious nightlife culture. The winners were selected by an international advisory board of cultural changemakers including Jorge Nieto (fabric, London), Dimitri Hegemann (Tresor, Berlin), Stacy Lentz (The Stonewall Inn & SIGBI, New York) and Alejandra Gómez Quintero (Monte Olimpa, Bogotá).

Each project will kick off between April and December 2026 and will receive financial support, mentorship and guidance from the SAVE THE NIGHT Advisory Board, alongside promotional support across Jägermeister's global platforms.

*"The strength of this year's applications shows how much passion and innovation exists within nightlife communities worldwide,"* said Kea Kleihauer, Global Manager Culture and Experiential Marketing at Mast-Jägermeister SE. *"It also shows that there is a big need for financial support, for brands to step up and support exactly these people who pour their hearts into these applications."*

The 2025 SAVE THE NIGHT Fund received submissions across its core pillars—safety, sustainability, conscious nightlife, and inclusivity—from projects spanning Europe, Africa, Latin America, the United States, and Asia-Pacific.

### **2025 SAVE THE NIGHT Fund Winners:**

#### **The Reset Stage — SolSync (Utrecht, The Netherlands)**

The Reset Stage provides dedicated backstage at festivals, giving artists and crews spaces to pause, talk and recharge. From SolSync, a health coaching practice built for those in music and events, The Reset Stage offers free one-on-one follow-up sessions to ensure the support doesn't stop when the act walks off stage.

*"With SAVE THE NIGHT's support, this concept can scale from a promising initiative to a new industry standard. Especially now that awareness for physical and mental wellbeing is growing industry wide."* — Veronique de Leon, Founder of SolSync.

#### **Digital Destiny Academy — VON DI (Lisbon, Portugal)**

Digital Destiny Academy is a free two-day conference and mentorship programme designed to support FLINTA (women, lesbian, intersex, non-binary, trans and agender) and queer artists in dance music. Founded by Lisbon-based artist and producer VON DI, the initiative focuses on education, access and community-building to foster more inclusive and sustainable nightlife ecosystems.

*"SAVE THE NIGHT is the right platform for this project as it supports education, safety, and the long-term wellbeing of nightlife workers. That's exactly what Digital Destiny Academy delivers."* — VON DI, Founder of Digital Destiny

**FM/AM — Monse Castera Obregón, Juliana de Lassé and Alexander Kahan (Mexico City, Mexico)**

FM/AM (Feria Mexicana de Audio y Música) is a music fair and year-round platform exploring contemporary music culture through talks, workshops, performances and a curated market. Founded by longtime collaborators Monse Castera Obregón, Juliana de Lassé and Alexander Kahan, FM/AM brings together local and international communities across music, nightlife and creative industries.

*"We see nightlife as a moment for personal expression, diversity, and respect, a time for generating identities and communities. Our goal is to experience and understand music and nightlife in all their dimensions, and we can do that with support from SAVE THE NIGHT."* — Monse Castera Obregón, Founder of FM/AM.

**Ses'fikile — Nqaba Shakes Mbolekwana (Cape Town, South Africa)**

Ses'fikile is improving safety in Cape Town's nightlife through its Safe Exit System, featuring clearly marked pick-up zones and trained chaperones escorting guests to their transport. Designed to be scalable across venues and events, the system addresses vulnerability, fear and safety beyond the venue itself.

*"SAVE THE NIGHT aligns perfectly with our need to formalise safety, care and inclusion inside nightlife through real systems, not just vibes."* — Nqaba Shakes Mbolekwana, Founder of Ses'fikile

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**About Jägermeister's SAVE THE NIGHT and Fund:**

SAVE THE NIGHT is Jägermeister's global platform dedicated to driving positive change in nightlife. It was born in 2020 as an emergency response to the COVID-19 pandemic, when nightlife across the world came to a standstill. Since 2022, Jägermeister's SAVE THE NIGHT Fund has provided a stage for new ideas, supported almost 2,000 applications and brought eight innovative projects to life. These projects unite a growing global community of changemakers and cultural leaders who are reshaping nightlife from the ground up.

For more information about SAVE THE NIGHT, visit [jagermeister.com/exploration/save-the-night/](https://jagermeister.com/exploration/save-the-night/) and follow [@savethenight\\_jagermeister](https://twitter.com/savethenight_jagermeister).

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