



Monday 30 April 2007

The World's No1. Vodka brand Smirnoff rocks Australia with its secret party 'Smirnoff Experience'

On Saturday Smirnoff® vodka brand unveiled its much-anticipated Smirnoff Experience™ event at a secret location in Sydney.

After months of anticipation, mystery rumours and speculation the select 1,500 guests took part in the inaugural Australian Smirnoff Experience, the first event of its kind to hit Australian shores.

Internationally renowned hosts The Cuban Brothers unleashed their unique style of entertainment and wowed the guests with jaw-dropping performances. Headlining DJ Armand Van Helden (NYC) had the crowd in raptures when he dropped his latest track 'Touch Your Toes'. Australia's #1 DJ, Ajax opened the night with an electric set followed by performances from chart-toppers TV Rock and Aria-winners Sneaky Sound System, who head to Europe next month.

Following in the footsteps of celebrated international Smirnoff Experience events, the Sydney event took more than a year to plan, involving the coordination of international entertainment, hundreds of domestic flights and a fleet of blacked out coaches.

This was no ordinary party – it was clearly original.

From a central city location, competition winners, media, VIP's and celebrities were transported to the secret venue blindfolded. Upon arrival, guests disembarked via tunnels to maintain secrecy and entered the stunning space decked out with lavish lighting, extraordinary projections and performers flown in from around the world.

The Smirnoff vodka brand on-pack promotion plus competitions featured in national newspapers, radio, online, TV and street press attracted over 50,000 entries for much sought after tickets.

The lucky winner's rubbed shoulders with many of Sydney's VIPs, a guest list that included singer Amali Ward, *Biggest Loser* trainer Michelle Bridges and model Ali Mutch.

When the crowd weren't busy making new friends in the chill out areas, enjoying the just launched Smirnoff ICE Double Black and Guarana at the bar or tucking into canapés, they were dancing the night away to an awesome line-up of music talent.

Guests enjoyed a host of unexpected performances – everything from trapeze artists above the dance floor to stilt walkers in regal Russian dress who performed in the opulent “From Russia With Love” room, as well as the surrealist spectacle of the larger than life “Smirnoff Twist” interactive board game and various bars played host to ethereal “Moondancers”. The “Waterheads”, unique performance artists in tuxedos and fish tank styled headgear, roamed the venue from bar to dance floor handing out a never ending stream of free water to hydrate the crowd.

After the last track was played guests again boarded the blacked out coaches to return to the city. Not only did they not know the location of the secret venue before the event but they still have no idea where they’ve been. The transformed venue remains a staunchly kept secret.

For further information on the night visit www.smirnoffexperience.com.au

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EDITORS NOTES:

SMIRNOFF is the world's leading premium vodka and Australia’s undisputed No.1 white spirit. SMIRNOFF is distributed in 130 countries and the range includes a number of innovative products including SMIRNOFF ICE, SMIRNOFF ICE DOUBLE BLACK & SMIRNOFF TWIST

There is no single answer to the question “What is the SMIRNOFF Experience?”

It has been a twenty three date mega DJ tour of the UK, five nights at Spin in Miami during the Winter Music Conference, a three day event on an island in Venezuela and a 10am finish at a VIP party in Cannes.

The SMIRNOFF Experience has been in a castle, a superclub, as well as under the stars and underground. It has been to almost every continent, on the radio, on television and online.

Smirnoff Experience Global now spans five continents and books more dance music talent than any other brand; Africa: Kenya, South Africa; Asia: India, Russia; Europe: Austria, Belgium, Bulgaria, Denmark, France, Germany, Netherlands, Poland, Portugal, Romania, Spain, United Kingdom; North & Central America: Canada, Costa Rica, Jamaica, Mexico, United States; South America: Brazil, Peru, Venezuela.

What ties all these things together is a genuine passion for the music, the party and the production. As a result every incarnation of the SMIRNOFF Experience is something that leaves the people who listen, dance, watch and share, with a sense of being part of an exceptional and completely original experience.

Drink intelligently.