

## TWO THIRDS OF CLUBBERS WANT TO SEE A SHIFT TO GREATER INCLUSIVITY ON THE DANCE FLOOR

- *Desperados partners with [Peggy Gou](#) to showcase the future of partying through gamified initiative that sees dance steps turned in to cash for inclusive charities*

- *40% would go out more if the party scene was more inclusive*
- *65% of people would like to see the future of partying more diverse and inclusive*
- *Over half of people would like to see more opportunities in the party scene for women (62%), ethnic minorities, and the LGBTQ+ community (54%)*
- *Six in ten would like to see the party scene do more to support charities*



**UNDER EMBARGO 07:00 CET 28 JULY** Two-thirds of people want to see more diversity and inclusivity in the party scene, according to new research conducted by Desperados, with more than 50% of people wanting to see more opportunities for ethnic minorities and the LGBTQ+ community, and over 62% want to see more done for women. What's more, it's affecting the night life scene, with four in ten people saying that would go out more if it was more inclusive.

To highlight the importance of inclusivity on the dance floor and to harness the power of dance to raise money for charities, Desperados has teamed up with internationally renowned DJ Peggy Gou, iconic party producer Elrow and music industry leaders Beatport to create a series of innovative parties that will travel around the world this year. Utilising their innovative *Rave to Save* app and wearable tech, Desperados enables party goers to convert their dance steps into donations for global and local charities that champion inclusivity, including Women in Music and Stonewall.

Peggy Gou, globally renowned DJ, said: *"I feel it's important we continue to talk about gender, sexuality & race inequality in the music industry and on the dancefloor, as it is important that we continue to encourage and celebrate diversity within the party scene. I remain committed to taking steps to make partying more inclusive, so everyone can enjoy it, equally, both in front of and behind the decks. Music is powerful, and to see people literally*

*dancing for change is amazing.”*



For every 100 steps danced at each event, €1 will be donated by Desperados to support inclusive charities, with the brand pledging to convert up to €200,000 over the whole party season. These funds will be used to advance the awareness, equality, diversity, and opportunities of women and the LGBTQ+ community worldwide. As well as the financial stake in the ground, Desperados is driving change from within, as it commits to 60% of the DJs they work with directly, identifying as female or LGBTQ+.

Nicole Barsalona, President of Women in Music, said: *“We’re excited to partner with Desperados to encourage inclusivity and to drive representation in the electronic music space. The Rave to Save campaign highlights the fact that every partygoer has the power to positively impact the future of entertainment - by dancing to raise funds, and in their conduct on the dance floor. Together, we can make the party going experience safer for all.”*

As well as raising money for charity, Desperados is shining a light on the potential future of the party going experience – as over half (54%) of people said that festivals and club nights felt repetitive – by showing how technology can allow attendees to unlock rewards and experiences through the power of their dance steps. Prizes can range from free Desperados to tickets to exclusive experiences which can be claimed through the app. The more levels they unlock the more epic the night gets for everyone on the dancefloor. Kicking off a series of 10 parties, the launch event held in Amnesia Ibiza, rewarded those who danced the most with an exclusive afterparty headlined by DJ Peggy Gou, and this weekend alone saw almost 4 million steps danced and raised €30,000 for charity.

Rutger van der Stegen, Global Marketing Manager for Desperados, said: *“We’ve always been pioneers of the party scene, but we believe we have a responsibility to positively impact it, by evolving and enhancing the ways we come together. We’re thrilled to Pour Some Love on the dancefloor and unite partygoers through our Rave to Save app rewarding them the more they move. By dancing together, we can all support inclusive causes and work towards making the dancefloor an equal place for all.”*

This latest series of events are part of Desperados’ global *Pour Some Unusual on Your Usual* creative platform, which includes a new [brand film](#) that embraces the brand’s playful and experimental spirit and celebrates people who aren’t afraid to be themselves.

For more information about the series of events, watch back the exclusive Ibiza afterparty [here](#) or check it out on social - #RaveToSave #Desperados.

--ENDS--

Assets available [here](#)

Notes to Editors:

For more information about Desperados, visit [www.desperados.com](http://www.desperados.com) or contact [Bianca.Cioti@heineken.com](mailto:Bianca.Cioti@heineken.com).

About Desperados:

Born 20 years ago, Desperados is a distinctive combination of full-bodied lager with a boost of Tequila flavor, targeted to young adults. Since its origin, Desperados has been igniting

the brand's playful and experimental spirit through innovative product launches, epic nights out and bold advertising. Desperados has become an international success, now sold in 84 countries across the world. [www.desperados.com](http://www.desperados.com)



#### About HEINEKEN:

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 300 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution, and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ over 80,000 employees and operate breweries, malteries, cider plants and other production facilities in more than 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY). Most recent information is available on HEINEKEN's website: [www.theHEINEKENcompany.com](http://www.theHEINEKENcompany.com) and follow us on [LinkedIn](#), [Twitter](#), and [Instagram](#).

#### About The Beatport Group:

The Beatport Group is the worldwide home of music for DJs, producers, and their fans. Founded in 2004, the The Beatport Group family of companies includes [Beatport](#), the preeminent store for electronic music DJs, [Beatsource](#) for the open-format DJ community, [Loopmasters](#), [Loopcloud](#) and [Plugin Boutique](#) for music producers, and Beatport Media Group for brands and fans of DJ culture. The Beatport Group's portfolio of products includes an array of high-quality audio solutions to choose from, including: full song downloads, exclusive content from leading labels, a streaming music service seamlessly integrated into DJ software and hardware (LINK) and exclusive sound packs and plugins. All of the content is expertly curated on a weekly basis by a global team that helps define DJ culture. Beatport has offices in Berlin, Brighton, Denver, and Los Angeles. Follow us on [Twitch](#), [Facebook](#) and [Twitter](#), and [Instagram](#).

#### About Women in Music:

Founded in 1985, Women in Music is a 501(c)3 non-profit organization with a mission to advance the awareness, equality, diversity, heritage, opportunities, and cultural aspects of women in the musical arts through education, support, empowerment, and recognition. Today, Women in Music encompasses chapters across the globe - from LA to India. Our members are a diverse group of individuals at all stages in their careers — from students to seasoned industry veterans. We are record label executives, artist managers, songwriters, musicians, attorneys, recording engineers, agents, publicists, studio owners, music publishers, marketers, and more. Women in Music believes that the conversation around equality is an inclusive one, where all voices are welcome. Our educational programming, global initiatives, leadership summits, seminars, webinars, workshops, performance showcases, and achievement awards serve the needs of our diverse communities around the world. For more information, visit [womeninmusic.org](http://womeninmusic.org)

#### About Stonewall:

Founded in London in 1989, Stonewall now works in each nation of the UK and has established partnerships across the globe. We help create transformative change in the lives of LGBTQ+ people through our campaigns, research and change and empowerment programmes. We continue to fight for a world where LGBTQ+ people everywhere can live our lives to the full.