

Smirnoff partners with Madonna

The Smirnoff Co has launched the next Smirnoff Nightlife Exchange Project with the bold goal of getting 10 million people to discover, share and swap the most original nightlife experiences in 50 countries.

The Smirnoff Nightlife Exchange Project is an ambitious attempt to discover the world's most unique and interesting nightlife, culminating in one-of-a-kind experiences on the same night all over the world. This year, Madonna joins the Smirnoff Nightlife Exchange Project to find the best dancer to join her next tour. Revellers worldwide are invited to co-create and participate in the Smirnoff Nightlife Exchange Project by contributing ideas on what makes their local nightlife distinct in the categories of drinks, dance, fashion, music, places, and more creating a nightlife cocktail of unique events. The most inspiring suggestions from each region will be captured online and then exchanged with another country in November. By participating online, fans will have the chance to win a place at one of the global events or experience another country's party at a Smirnoff Nightlife Exchange Project event in their own city. One of the consistent aspects in nightlife culture around the world is the importance of dance. As well as submitting ideas on what makes their country's nightlife special, fans can enter an exclusive dance competition online. Madonna will attend one of the selected Smirnoff Nightlife Exchange Project experiences where finalists will compete in front of her for the winning spot. The winner may get the opportunity to join Madonna on her next tour as one of her dancers. "What attracted me to the Smirnoff Nightlife Exchange Project is the combination of participating in the celebration of nightlife around the world and the opportunity to discover the world's best unknown dancers," said Madonna. "The best dancers are always in the clubs looking for the most original experience, just like Smirnoff is doing." The Smirnoff Nightlife Exchange Project strives to showcase, mix and unite the world through unique nightlife and as such the best dancers from around the world will be highlighted for their own style and flair. The submission process for the dance competition begins today (local markets to insert date of when dance competition goes live in their market) and runs until October 10. To enter, hopefuls must submit a 60-second dance video. For details on the dance submission process and terms and conditions, visit www.smirnoff.com. Simon Burch, global brand director for The Smirnoff Co, said: "Smirnoff mixes original nightlife from around the world and gives everyone the chance to be there through extraordinary, one-of-a-kind experiences. Who better to decide the best in the dance category than Madonna herself?" The 50 countries participating in the Smirnoff Nightlife Exchange Project include: Argentina, Australia, Belgium, Bolivia, Brazil, Bulgaria, Cameroon, Canada, Chile, China, Colombia, Costa Rica, Cyprus, Dominican Republic, Dubai, Ecuador, El Salvador, Germany, Ghana, Great Britain, Greece, Guatemala, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Kenya, Mexico, Netherlands, New Zealand, Nigeria, Norway, Panama, Paraguay, Peru, Poland, Romania, Serbia, South Africa, South Korea, Thailand, Trinidad, Turkey, Uruguay, United States, Venezuela and Vietnam.