

Smirnoff brings Britain to Jamaica!

Smirnoff, Jamaica's number-one vodka will give locals a chance to sample some of the nightlife unique to Britain at the Smirnoff Nightlife Exchange Project tomorrow night at Hope Gardens.

Some 50 countries across the world will swap nightlife and host an amazing and original party experience for consumers. Jamaica will swap with Britain, and some of the very elements that it is so famous for will be included in the mix.

According to Safia Cooper, brand manager, Smirnoff, the brand wants to be innovative with its concept and party execution.

"We are going to give our consumers a completely British event boasting all the features of a true British nightlife. Smirnoff is a mega brand, and as such, will always do things that much better and bigger. We invite all our consumers to come out and partake in what is expected to be the best event of the year!" Cooper said.