

**MEDIA RELEASE
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HEINEKEN® TEAMS UP WITH THE CHAINSMOKERS FOR THEIR NEW GENRE-CROSSING “REFRESH YOUR MUSIC, REFRESH YOUR NIGHTS” CAMPAIGN LAUNCHING ACROSS ASIA



HEINEKEN® has teamed up with world-famous electropop duo The Chainsmokers to launch its “Refresh Your Music, Refresh Your Nights” campaign in Asia. The cross-genre, cross-culture platform allows fans of different cultures, tribes, and music preferences to come together to expand their music tastes.

In collaboration with The Chainsmokers, the campaign features four local artists – two from Vietnam and two from Malaysia who will refresh The Chainsmokers’ hit songs in their own distinctive style.

Representing Malaysia is Yunohoo, a trilingual rapper with deep roots in hip-hop. She will perform alongside singer-songwriter NYK, whose experimental approach and diverse taste in music has helped him create the unique and versatile sound that he is known for today.

“We are thrilled to be a part of HEINEKEN®’s Refresh Your Music, Refresh Your Nights campaign. We have always believed that music has the power to break any barriers, and that is why this campaign resonated with us. We are excited to perform with some of the most well-loved artists from the region and introduce people to new genres of music” says The Chainsmokers.

By refreshing these popular songs, HEINEKEN® hopes to introduce more fans to broader musical genres. As the campaign’s grand finale, The Chainsmokers will headline a pair of concerts in Asia for fans along with the four local artists. The Malaysian edition will be held on 9th December in Genting Highlands, where the local artists, NYK and Yunohoo will perform their refreshed renditions alongside The Chainsmokers.

Yunohoo shares, “I am beyond excited to be a part of Heineken® Music and can’t wait to see how I can work my own artistry to a track by The Chainsmokers! Throughout my years in the industry, I have had the opportunity to explore many different avenues, and I look forward to bringing a refreshing new take on how fans can enjoy music through ‘Refresh Your Music, Refresh Your Nights’ this year.”



NYK adds, “Exploring different music genres has always been a huge part of my creative process – I am often inspired by different sounds, beats and arrangements that help me see this art of sound in a new light. Being a part of ‘Refresh Your Music, Refresh Your Nights’ is exciting to me as I will be able to add my own flair to well-known tracks by The Chainsmokers so that it can be heard in a new light.”

Refresh Hub - The cross-genre platform that offers music fans elevated experiences

Fans in Malaysia can experience the HEINEKEN® Playlist Refresher on Spotify hosted on www.refreshyourmusic.com, which allows them to co-create a playlist with a friend to discover new genres of music.

From 19th October onwards, fans can also register on the event page [here](#) to receive exclusive invites to the Heineken® Refresh event taking place in Genting Highlands on 9th December featuring The Chainsmokers, NYK, and Yunohoo, alongside local DJs BATE, Blink and Julian. Exclusive invites to the event will be given on a limited and first-come, first-served basis.

In November, fans can vote for their favourite refreshed rendition by the local artists on the Refresh Hub. By voting, these fans also stand to win VIP passes to the Heineken® Refresh event (Contest Mechanics and Terms & Conditions Apply).

“With the Refresh Your Music, Refresh Your Nights campaign, we want to echo HEINEKEN®’s belief that life tastes better with an open mind, whether it is in social situations or music tastes. We are very excited to have The Chainsmokers and four equally talented Asian artists come together to create this music experience for HEINEKEN® fans,” says Rajeev Sathyesh, HEINEKEN® Brand Director (APAC).

For the latest updates on the campaign, stay tuned to <https://www.heineken.com/my/en/campaigns/refresh/>, and follow HEINEKEN® on <https://www.instagram.com/heinekenmy/> and <https://www.facebook.com/HeinekenMYS>.

Heineken® and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Heineken® advocates responsible consumption and we urge you to #EnjoyResponsibly. When you drive, never drink.

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For editorial enquiries or further information, please contact:

Heineken Marketing Malaysia Sdn Bhd

Salini Muniandy
Public Relations Manager
HEINEKEN Marketing Malaysia Sdn Bhd
E: salini.muniandy@heineken.com
M: +6016 426-5079

Arvina Gill
Public Relations Specialist
HEINEKEN Marketing Malaysia Sdn Bhd
E: arvina.kaugill@heineken.com
M: +6012 422-6816

VoxEureka PLT (PR Agency)

Sarah Tam
Senior Manager
VoxEureka PLT
E: heineken@voxeureka.com
M: +6017-771 9921



Heineken Malaysia

HEINEKEN Malaysia with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

- The World's No. 1 international premium beer **Heineken®**
- The great taste of Heineken® with dealcoholised **Heineken® 0.0**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The crystal-cold filtered beer **Tiger Crystal**
- The World's No. 1 stout **Guinness**
- The premium wheat beer born in the Alps **Edelweiss**
- The World's No. 1 cider **Strongbow Apple Ciders**
- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic **Malta**. HEINEKEN Malaysia's brand portfolio also includes the No. 1 German wheat beer **Paulaner** and Japan's No. 1 100% malt beer **Kirin Ichiban**.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers a variety of beers and ciders on demand, as scheduled. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

The Company continues to lead the responsible drinking agenda through its Drink Sensibly campaign.

The corporate social responsibility arm of HEINEKEN Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information please visit: www.heinekenmalaysia.com.