

PRESS RELEASE
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Absolut and Tomorrowland team up to foster social connection and tackle loneliness

Now in its sixth year, Absolut and Tomorrowland's partnership will address the growing problem of loneliness as part of its United We Dance platform in 2024.

Absolut Vodka and Tomorrowland will confront a global issue weighing on younger generations at this year's electronic dance music festival: loneliness. [United We Dance announcement](#)

Since 2017, Absolut and Tomorrowland's *United We Dance* platform has been creating a more diverse and inclusive tomorrow through the universal language of music. Each year, the partnership's Diversity & Inclusion (D&I) committee tackles a new issue derived from research around highly-charged topics relevant to festivalgoers, taking meaningful action to bring about positive change. Formed of representatives from Absolut, Tomorrowland, people from government and the arts, the committee has this year chosen to tackle the growing problem of loneliness.

Loneliness among young adults has increased significantly in recent years, driven in part by the isolating effects of social media and the continued ramifications of the pandemic. Declared a "pressing health threat" by the World Health Organisation, the UN agency has launched a commission to address the problem, warning that people (of all ages) who are lonely or feel isolated are 30 per cent more likely to die early.

Recognising the needs of underrepresented groups – people from Black, Asian and minority ethnic, and the LGBTQIA+ communities are more vulnerable to loneliness – as well as the desire from younger generations for more inclusive, intimate gatherings as the music festival landscape continues to evolve, Absolut Vodka and Tomorrowland will aim to combat loneliness at this year's festival by unlocking and enabling human connection and facilitating cross-cultural exchange.

The meticulously designed initiative will offer both onsite and online activities to reach an audience beyond the festival. Activations on site will focus on creating a sanctuary for human connection, with the main hub of activity, The Community Booth, set within the festival's camping area providing a space for festivalgoers to connect. There will be live podcasts hosted by Tomorrowland artists focusing on mental health and the challenges people face today and daily 'speed networking' events to help facilitate connections.

The festival's free newspaper, *Tomorrowland Today*, will carry a daily column by globally renowned DJ and committee member, Sunnery James and guest articles by artists performing at the electronic dance extravaganza discussing similar topics. Attendees will be encouraged to show their support with free badges to promote an environment of acceptance and self-expression. In the lead-up to the event, Tomorrowland communities will be encouraged to connect with solo attendees seeking connections through social channels.

Sunnery James, DJ and member of the D&I Committee said: "*Gen Z are the lonely generation. You can be in a crowd of thousands of people but still feel lonely and isolated because you are not connected. We want to change that feeling and provide a sense of belonging. United We Dance seeks to strike a chord with Gen Z's core values of inclusivity, diversity and uninhibited self-expression. By curating immersive festival experiences, we're creating a sanctuary for human connection and addressing the growing problem of loneliness.*"

Tad Greenough, Global Chief Creative Officer, The Absolut Company and D&I Committee Chairperson, says: "*At Absolut, we believe the dancefloor should be a space where everyone feels welcome and by mixing together, we can foster greater connection, empathy and understanding to drive positive change.*"

Tomorrowland, with a crowd of 400 000, 16 stages and over 800 DJs, is one of the world's biggest electronic dance music festivals, and is held annually in Boom, Belgium. For more information about the

activations fostering human connection both on-site and for those enjoying from afar, visit: <https://unitedwedance.tomorrowland.com>

About The Absolut Group

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlua, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

About Pernod Ricard

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About Tomorrowland Belgium

Celebrating 20 years of Tomorrowland, Tomorrowland Belgium 2024 will take place across two weekends from July 19-21 and July 26-28. Set to open up a new world in the beautiful scenery of De Schorre in Boom in the summer of 2024, the festival's new theme 'LIFE' is the prequel of the 2016 'Elixir of Life' theme.

Tomorrowland is one of the largest and most iconic music festivals in the world held in recreation area De Schorre in Boom, Belgium, organized and owned by the original founders, the brothers Beers. Tomorrowland was first held in 2005 and has since become one of the world's most notable global music festivals, where music and magic converge to create an unparalleled experience. It takes place every year in summer and stretches over 2 weekends, welcoming 400,000 People of Tomorrow from over 200 countries, and selling out in minutes year after year. Tomorrowland caters to all genres in electronic dance music with hundreds of renowned artists performing across more than 16 different stages.

More than a festival, Tomorrowland is a celebration of diversity and unity. Being a home to hundreds of thousands of people from all walks of life, one of the most unique things about Tomorrowland remains the whole world coming together in one magical place with everyone being equal and uniting as one – symbolizing the values of freedom, respect, diversity, and solidarity

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