



AN EVENING OF OBSERVATION, RECREATION, PARTICIPATION, CELEBRATION AND ACCREDITATION

WHAT: Dos Equis Beer, the brand behind the wildly successful "Most interesting Man" advertising campaign and last summer's award winning The Most Interesting Show in The World, now packs a another punch from its arsenal of interesting with the rollout of "The Most Interesting Academy" the alma mater of "The Most Interesting Man" himself. The Academy campus opens this Thursday night, June 18th in New York City and kicks off a series of satellite Academy sessions throughout the country this summer.

Dos Equis' Experiential Marketing Agency, Mirrorball, will transform a 90-year-old former bank and an adjacent massive private school into a full-fledged academy, which promises to help consumers kick up their "interesting quotient" a few notches on the "interesting" scale.

"Enrollees" of the academy will be treated to a most unusual fare of Kangaroo, Python, Rattle Snake and Venomous Insects served from the Academy Bug Bar.

WHO: Hosted by former academy professor The Enigma, and featuring Special guest DJ Questlove, the Academy boasts a complete Aquatic Center (bring your swim trunks), a Falconry tower with live birds of prey, a pair of 16,000 volt Tesla Coils, World champion Ninja experts, Australian Didgeridoo players, an Academy Barber Shoppe, and even an academy marching band.

Guest professor for the NY academy is none other then a most interesting man himself – Bear Grylls, star of Discovery's Man vs. Wild. Following NY, the Academy will open campuses in Austin, Chicago and San Diego.

WHEN: **Thursday June 18th**
Press / VIP Reception 8PM – 10PM
General Public 10PM - 1AM

WHERE: **Broad Street Ballroom**
41 Broad St.
New York NY

About Heineken USA

Heineken USA Inc., the nation's premier beer importer, is a subsidiary of Heineken International BV, which is the world's most international brewer. Brands imported into the U.S. include: Heineken Lager, the world's most international beer brand; Heineken Premium Light; Amstel Light, a leading imported light beer brand; Newcastle Brown Ale, the leading imported ale in the United States; and Buckler non-alcoholic brew. Heineken USA is also the exclusive USA importer for the Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from FEMSA Cerveza of Mexico. Please visit EnjoyHeinekenResponsibly.com.

Broadcast and Print media RSVP to: zev@mirrorball.com or 917.232.2355