



MALIBU RUM INVITES GOLDEN GLOBE AND GRAMMY NOMINATED SINGER-SONGWRITER NICK JONAS AND OVER 30 GLOBAL INFLUENCERS TO UNLEASH THEIR “SUMMER YOU” AT THE NEW, NEVER-BEFORE-SEEN MALIBU GAMES

“Compete to unleash summer” is the tagline for Malibu’s summer tournament, Malibu Games; a 3-day-long, non-stop fun-fest to kickstart the summer season – including a bold retake on some of our most beloved summer games.

It’s Malibu’s belief that summer is when we feel most free and happy. And this year Malibu, the world’s number one flavored spirit brand is taking their ambition – to encourage summer behaviour – to the next level.

By reimagining the summer games we all know and love and turning them into unexpected, humoristic and over the top experiences, Malibu hopes to inspire even more consumers to live the best summer of their lives by unleashing their summer selves.

Having a history of working with influencers and top talent, the brand has invited Golden Globe and Grammy nominated singer-songwriter and actor Nick Jonas, to join them for this new, never-before-seen gamified version of summer fun. Nick, together with over 30 influencers from around the world will enter a 3-day-long tournament where they will meet to compete in Malibu’s re-imagined twists of a waterfight, a dance off and a waterslide ride. The event will be shared and broadcasted globally through Malibu’s digitally-led 360 approach.

“Our strategy to own summer and doing so by consistently re-inventing ourselves and our campaign platform #BecauseSummer has proven very successful. Last year we introduced our unique influencer model and it’s something we’re now eager to build on for this year’s campaign” says Colin Kavanagh, Global VP of Marketing, Malibu.

The Malibu Games, hosted in sunny Vietnam, kicks off May 1st and runs until beginning of September – with exclusive content dropping throughout the entire period. To get your exclusive share of the experience, follow #malibugames, #becausesummer and visit maliburumdrinks.com.