

Dublin becomes ultimate Christmas party destination with Because

The heart of Dublin city centre has been transformed into an unforgettable festive wonderland with the official launch of Ireland's first-of-its-kind Christmas party venue, which officially opened its doors to the public with a big launch night on Thursday 30th November.



Après Dublin is a new experiential initiative from creative experiences agency [Because](#), delivered together with event brand partner Coors Light. The ambitious activation has seen the 1,000sqm George's Dock venue, CHQ, turned into a giant custom-built ski lodge and festive village, with Après social activities and entertainment right at its heart.

The fun festive activation runs every night in Dublin until Saturday 23rd December, and is expecting a turn-out of over 50,000 people. The event brings the Après feeling and spirit to Dublin, with something on offer for everybody to enjoy: friends, families and colleagues alike.

The rich variety of seasonal delights includes an interactive Virtual Reality ski experience, a snow globe photo opportunity, a ski-lift photo booth, a Santa's Grotto, carousel rides, amongst other. Mulled wine, handmade gifts and a whole host of delicious foods are all for sale within the free-to-attend village, while a full Après band and in-house DJ provide the perfect soundtrack each evening within the ticketed Après LODGE. Special musical guests are set to include Spring Break, Cosmic Funk and Attention Bebe.

Following weeks of advance ticket sales, visitors who flocked to Après Dublin for the opening night were rewarded with a rare and unexpected surprise: a one-of-a-kind photo opportunity with two of the stars of beloved Disney film ***Cool Runnings***.



Doug E. Doug and Rawle D. Lewis – who played Sanka Coffie and Junior Bevil in the classic winter film that celebrates its 25th anniversary next year – invited fans to join them in an empty bathtub to recreate one of the most iconic scenes from the movie, which tells the tale of the Jamaican bobsled's team's journey to Winter Olympics glory.

Après Dublin is also proud to partner with Irish charity Inner City Helping Homeless which provides resources and provisions to Dublin's homeless. Organisers are providing a Christmas present wrapping service in return for donations to the charity; all part of Because's culture of giving back.

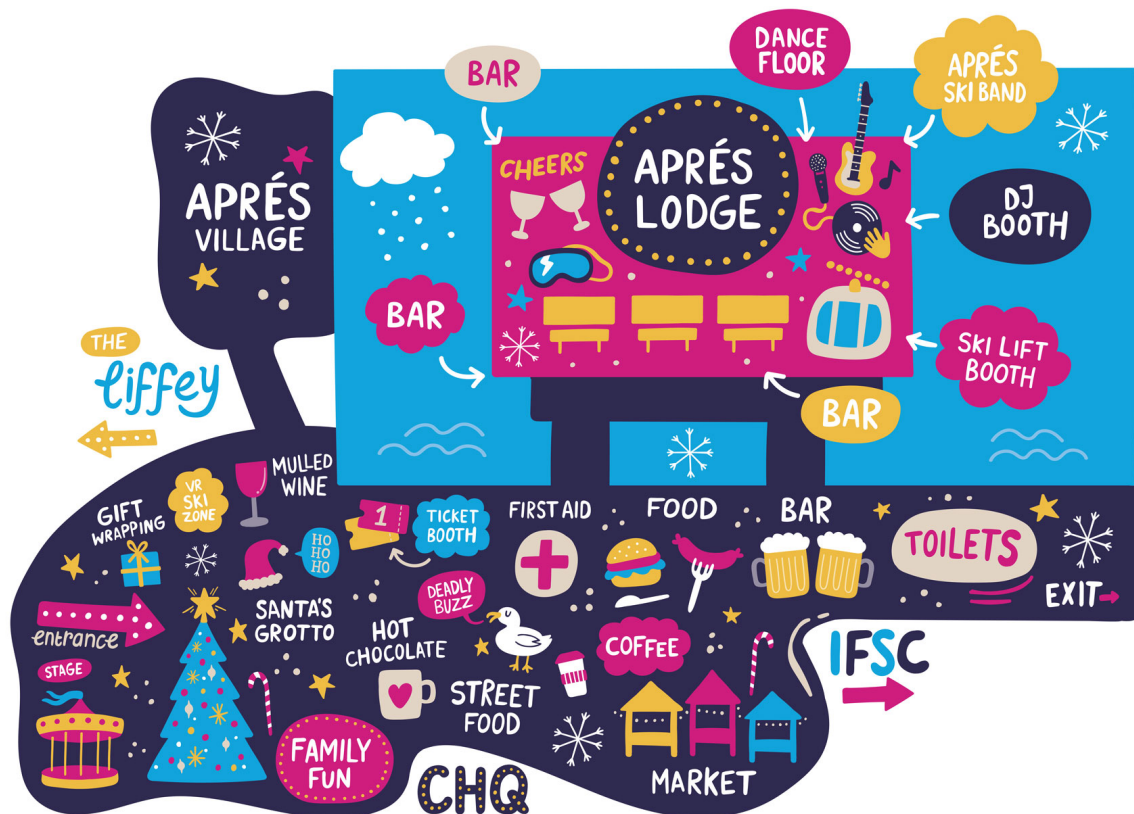
Jonny Davis, Managing Director of [Because](#), has been responsible for delivering the experience alongside his brother and business partner Paddy Davis. He comments:

"Après Dublin is like nothing that's ever come to the city before: we've pulled out all the stops to deliver a first-of-its-kind Christmas party experience with our authentic Après LODGE. With great attention to detail, we're bringing the very best of the ski slopes to Ireland, with delicious street food, in-house DJs and even an Austrian House Band. The feedback from opening night was tremendous, and we look forward to giving the people of Dublin and visitors to our city an unforgettable Christmas experience this year."

— Jonny Davis, Managing Director, Because

The first-ever Après Dublin event has been delivered by creative experiences agency Because together with Coors Light, Dublin City Council and The CHQ Building.

Corporate and general admission tickets are both now on sale. Public table bookings start at €30 per person (including 1 food & 1 drinks vouchers per person), with general admission tickets beginning at €15 per person. Corporate bookings start at €50 per person.



Please contact bookings@apresdublin.com for more information, visit www.apresdublin.com for latest news or follow @ApresDublin on Facebook, Twitter and Instagram.

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