

Flow Festival ends its partnership with Heineken Silver

Flow Festival has decided to end its brand partnership with Heineken Silver due to Heineken's operations in Russia.

"When we were informed about Heineken's situation in Russia in the spring, we had discussions with the festival's main partner Hartwall about the presence of different products at Flow and evaluated the situation together. Based on knowledge at that point, Heineken was to leave Russia during the spring. Unfortunately, this has not happened up to this point." Flow Festival's CEO **Suvi Kallio** tells.

According to the information from Heineken, the company is committed to leaving Russia, but are still working towards detaching themselves fully.

"We have reassessed the situation and come to the conclusion to end the partnership and brand cooperation with Heineken. Heineken Silver will be replaced with Hartwall's other products at the festival" says Kallio.

Flow Festival takes place at Suvilahti, Helsinki, on the 11th–13th of August, 2023. The festival will host around 150 artists. Acts include **Lorde, Blur, Wizkid, Kaytranada, Christine & The Queens, Tove Lo, Devo, Pusha T, Caroline Polachek, Suede, Moderat**, and many more.

www.flowfestival.com

www.instagram.com/flowfestivalhelsinki

www.facebook.com/FlowFestival

www.twitter.com/FlowFestival

Additional information:

Flow Festival

Press Officer Eeva Palmén

eeva@flowfestival.com / +358 40 613 9933