

# LEVI'S® AND TEQUILA DON JULIO PRESENT NEON CARNIVAL IN ASSOCIATION WITH LIQUID I.V.

NEON CARNIVAL

Neon Carnival Returns on April 16th for its Eleventh Year  
During Music's Most Celebrated Desert Festival

NEWS RELEASE BY FULL SCOPE PR

Los Angeles, CA | March 16, 2022 01:12 PM Eastern Daylight Time



**Neon Carnival** will make its triumphant return and descend upon the desert night sky to illuminate once again on **Saturday, April 16**. The coveted after-party is back to celebrate its 11-year anniversary exclusively on weekend one of the highly-anticipated desert festival. With continued involvement from the biggest names in entertainment and consumer lifestyle, including the return of iconic denim brand Levi's®, back to headline the event alongside Mexico's original luxury tequila, **Tequila Don Julio**. This year's exclusive invite-only fête welcomes new brand additions, including **Liquid I.V., DIRECTV, Monster Energy, new Smirnoff Neon Lemonades** and **PathWater** to the festivities.

And for the first time this year, Neon Carnival is also going digital with two exciting opportunities. Levi's® and Neon Carnival regular, Paris Hilton, will host the Neon Carnival experience in the metaverse in "Paris World" on Roblox. Additionally, our longtime partner Tequila Don Julio is getting in on the digital action with a unique update that will drop the week before the party (and might even get you a ticket in), so be sure to stay tuned!

Returning to its permanent home located at the **Desert International Horse Park**, the sprawling equestrian center welcomes back festival-goers to its all grass knoll spanning three football fields, featuring carnival-style games and exhilarating amusement park thrills. No strangers to **Neon Carnival**, world-renowned DJs **Ruckus** and **Kayper**, return to the scene to keep the party going late into the night along with newcomer **Mel DeBarge**, reining from New York City and a staple in the international party arena.

Conceptualized by LA's original nightlife maven, Brent Bolthouse, and produced by Best Events, the duo has created the unrivaled outdoor dance party that is widely recognized as one of the most sought-after parties on the planet, attracting the entertainment industry's elite year after year.

"We can't wait to return back to the desert and celebrate our 11-year anniversary of Neon Carnival. It's been a long two years and we are excited to catch up with some old friends and meet new ones," said Brent Bolthouse. "We've added international party scene Mel DeBarge along with Kayper and DJ Ruckus to round out the evening and keep partygoers dancing all night long."

**Levi's®**, the brand that revolutionized American fashion with their iconic 501® blue jean, returns for their fourth consecutive year as a co-presenting sponsor, and will light up the sky with their **Levi's®** branded Ferris Wheel. Co-presenting sponsor, **Tequila Don Julio**, is back for their sixth consecutive year as well, serving up craft cocktails from the Airstream Speakeasy and celebrating with Don Julio 1942 bottle service in VIP. Wristband pick-up will be hosted by **Liquid I.V.** while also kicking off their on-site Neon Carnival presence with a fully branded bumper car installation emblazoned with neon signs and a steady supply of their exclusive festival-flavored Hydration Multiplier. In addition, **DIRECTV**, offering the best of live TV and On Demand on all your favorite screens, will transport partygoers to new dimensions and take over the VIP tent.

GUESTS MUST BE 21+ TO ATTEND, AND WE REMIND ALL ATTENDEES TO PLEASE DRINK RESPONSIBLY. PLEASE NOTE THAT NEON CARNIVAL IS NOT ASSOCIATED WITH THE COACHELLA MUSIC FESTIVAL. PLEASE DO NOT INCLUDE ANY MENTION OF COACHELLA WHEN COVERING NEON CARNIVAL.

**About the Levi's® Brand**

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become one of the world's most recognizable garments of clothing – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories is available in more than 110 countries, allowing individuals worldwide to express their personal style. For more information about the Levi's® brand, its products, and stores, please visit [levi.com](https://www.levi.com).

## **ABOUT TEQUILA DON JULIO**

Founded on the pioneering agricultural principles of Don Julio González and his personal pursuit of perfection, Tequila Don Julio revolutionized the tequila industry and set the standard for ultra-premium tequila. The original luxury tequila of choice in Mexico, Tequila Don Julio uses only the highest caliber, fully matured and ripened Blue Agave that has been hand-selected from the rich, clay soils of the Los Altos region of the state of Jalisco. The Tequila Don Julio portfolio includes Tequila Don Julio Blanco, Tequila Don Julio Reposado, Tequila Don Julio Añejo, Tequila Don Julio 70, Tequila Don Julio 1942, and the limited-edition Tequila Don Julio Primavera. For more information on Tequila Don Julio, please visit [www.DonJulio.com](https://www.DonJulio.com).

## **About Liquid I.V.**

Fuel life's adventures with Liquid I.V.'s great-tasting, non-GMO electrolyte drink mixes. Liquid I.V. products utilize the science of Cellular Transport Technology (CTT) to enhance rapid absorption of water and other key ingredients into the bloodstream—helping consumers feel better, faster. Their hero product, Hydration Multiplier, is now available in 9 refreshing flavors. In addition to hydration, the expanded product line now includes Energy Multiplier, Sleep Multiplier, and Hydration Multiplier+ Immune Support. Liquid I.V. has donated over 20 million servings globally through their one-to-one giveback program. Founded in 2012, the company is based in El Segundo, CA, and all products are made in the USA.

## **About DIRECTV**

Since its launch in 1994, DIRECTV has continually evolved its product, best-in-class content, service and user experience to provide customers with an industry-leading video offering. DIRECTV offers the industry's best picture format and exciting content in 4K HDR. It is the undisputed leader in sports, bringing NFL Sunday Ticket customers to every live out-of-market NFL game, every Sunday during the NFL season. DIRECTV also gives customers the choice of watching movies and TV shows from virtually anywhere – on their TVs at home or their favorite mobile devices via the DIRECTV app. DIRECTV STREAM, the streaming video service, is designed for the household that wants the best

of live TV and on-demand, compelling live TV packages, sports and, when using a DIRECTV STREAM device, access to more than 7,000 apps on the Google Play Store. For more info, head to [directv.com/stream](https://directv.com/stream).

Neon Carnival was created by Brent Bolthouse and continues annually during music's biggest festival weekend. For more information, please visit <http://neon-carnival.com>.

Suggested Social Post: [@Neon\\_Carnival](#) returns with [@levis](#) [@donjuliotequila](#) [@liquidiv](#) on April 16, 2022

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## Tags

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