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HEINEKEN® AND JAMES MURPHY HELP GREAT CITIES BECOME GREATER WITH “OPEN YOUR CITY” CAMPAIGN AND A MOVEMENT TO BRING #SUBWAYSYPHONY TO LIFE

Latest installment of the “Open Your City” campaign highlights Murphy’s dream of transforming the harsh sounds of subway turnstiles into musical notes

Fans can share their support by posting “I support #SubwaySymphony” on Twitter

WHITE PLAINS, N.Y. – June 15, 2015 – Musician and audiophile James Murphy has an idea that could make the New York City subway a more melodic experience, and Heineken is helping to show the world how great it could be. The world-famous Dutch brewer hopes to inspire New York City residents and visitors 21 and older to see and hear the city in a new way with the latest installment of the brewer’s “Open Your City” campaign – lending its support to Murphy’s project called “Subway Symphony.”

Heineken believes in making great cities even greater, and the Subway Symphony project is a simple but meaningful way to do just that. Murphy’s idea replaces the harsh turnstile beeping noises with pleasant, melodic notes that harmonize into music, giving each station its own sonic identity.

The effort to make the Subway Symphony dream a reality will be documented in a series of video episodes that make the case for Subway Symphony and let viewers experience the musical tones created by a working prototype of the improved turnstiles. This video series debuts today at SubwaySymphony.com and is complemented by 30- and 60-second digital spots. Heineken and Murphy hope to rally enough support for the project to potentially encourage its implementation throughout the New York City subway system.

“New York City is a beautiful, one-of-a-kind place, and the people who are willing to do what it takes to live here – deal with the crowds and the commotion and the noise – deserve a little sonic gift like this,” Murphy said. “I want to turn the cacophony of the subway into unique pieces of music. It might seem like a small thing, but that’s exactly the point. This is such an easy way to make this great place I call home even greater.”

Wieden+Kennedy New York partnered on the Subway Symphony project as part of Heineken’s Open Your City campaign, that calls on fans everywhere to push boundaries and make the most of their legendary cities. This summer, Heineken will once again feature a limited run of unique, city-specific bottles on the company’s iconic green silhouette in 14 select markets, including nine in the U.S. (Las Vegas, Los Angeles, Miami, Chicago, Boston, San Francisco, Honolulu, Atlanta, and New York).

“Heineken has deep roots in the music community, and it’s a natural fit to marry our love of music and musicians with our love of great cities around the globe,” said Ralph Rijks, vice president of marketing at Heineken USA. “Heineken is the beer from and for great cities, James is the perfect person to help us show the world how curiosity and creativity can make an incredible place like New York City even greater.”

I Support #SubwaySymphony

To share your support for Subway Symphony, Heineken is encouraging fans to tweet “I support #SubwaySymphony” and let the world know you want to help us make this great city even greater. Visitors to SubwaySymphony.com will be able to see messages of support posted by fellow fans, as well as have the chance to express their own sentiment. To keep up to date with the Heineken Open Your City campaign, follow us at Facebook.com/Heineken, @Heineken_US, and at SubwaySymphony.com.

About HEINEKEN USA

HEINEKEN USA Inc., the nation's leading upscale beer importer, is a subsidiary of Heineken International BV, the world's most international brewer. European brands imported into the U.S. include Heineken, the world's most international beer brand, Strongbow Hard Apple Ciders, Desperados, Amstel Light, and Newcastle Brown Ale. HEINEKEN USA also imports the Dos Equis Franchise, Tecate Franchise, Sol, Indio, Carta Blanca and Bohemia brands from Mexico. For the latest information on our company and brands, follow us on Twitter [@HeinekenUSACorp](https://twitter.com/HeinekenUSACorp), or visit HEINEKENUSA.com.

About James Murphy

James Murphy is one of this century's key figures in music. As founder and principal of LCD Soundsystem, he created three of the most acclaimed albums of the new millennium and fronted unforgettable live shows that concluded in 2011 with the sold out near-four-hour Madison Square Garden extravaganza documented on THE LONG GOODBYE album and SHUT UP AND PLAY THE HITS documentary. But Murphy is much more than a musician – he is also founder of the DFA label, a renowned producer whose recent credits include Arcade Fire's #1 album REFLEKTOR, an in-demand mixer and of course, a constantly in-demand DJ.

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