



LIGHTERS UP! ZIPPO SET TO UNITE LIVE MUSIC FANS AT DOWNLOAD FESTIVAL 2017

Zippo has unified live music fans for decades, empowering punters to show music legends they want more by raising their lighters high. This June, rock on with Zippo at the world's premier rock and metal event: Download Festival. The iconic brand will pay tribute to live music with the unmissable Zippo Encore Area and limited edition Download Festival memorabilia.

This year's Download Festival will see some of the biggest names in music take to the stage, including headliners System of a Down, Biffy Clyro and Aerosmith. This incredible rock and metal line up will unleash a stream of legendary performances and ensuing encores. Celebrating its rich heritage in music, Zippo is set to wow festival attendees with a range of on-site activities including the Zippo Encore stage, which will host some of the festival's biggest bands including Sum 41, Slayer, Rob Zombie and Good Charlotte.

The historic encore moment, considered by music mavens as the ultimate fan salute, dates back many decades. During this time the classic Zippo lighter has become a celebrated piece of musical iconography. From starring on Lynyrd Skynrd's Turn It Up album cover to filling in for Syd Barrett of Pink Floyd's lost guitar pick, the iconic windproof lighter has cemented itself in rock music history.

Head to the Zippo Encore Area to celebrate all things live music, check out the extensive product range and grab a limited edition Download Festival Zippo windproof lighter. Since the first sea of flames was sparked by passionate fans, Zippo lighters have become the ultimate accessory for making a bold statement in music.



Rock 'n' roll with the times and get the virtual version of the Zippo lighter for free! The popular Virtual Zippo lighter app is free to download from Android and iOS devices and it's perfect to hold up high when rocking out.

Follow Zippo on Facebook, Twitter @Zippo and Instagram @originalzippo to be kept up-to-date with the latest news, exclusive offers and other exciting announcements about rock's biggest events and festivals. Remember, those who rock, roll with Zippo!

ENDS

For more information please contact zippoencore@devries-slam.com

Notes to Editors:

Download Festival will be held at Donington Park from 9-11 June 2017. For more information visit <http://downloadfestival.co.uk>

Download Festival limited edition windproof lighter available on pre-sale with your Download Festival ticket for £22 or on-site from the Zippo booth for £27

About Zippo

One of the most recognized brands in the world, Zippo was founded in the fall of 1932 by George G. Blaisdell in Bradford, Pennsylvania, where it has manufactured over 550 million windproof lighters. With the exception of improvements to the flint wheel and modifications in case finishes, the product remains unchanged and is backed by the company's famous lifetime guarantee – "It works, or we fix it free.™" Zippo's diverse product line includes lighters and accessories; butane candle lighters; fragrance, and a robust line of heat and flame products for outdoor enthusiasts. Zippo markets in nearly 200 countries and also owns W.R. Case and Sons Cutlery Company, also based in Bradford, Pennsylvania. For more information, visit Zippo.com.