
ABSOLUT RETURNS AS PROUD PARTNER OF SYDNEY GAY AND LESBIAN MARDI GRAS

Supporting Unmissable 2026 Events Including Absolut X Dance Floor @ Fair Day, Fair Day Official After-Party, Heaps Gay Afterparty & Poof Doof Big Gay Block Party

February 13 - March 1

+ Announces Partnership With Fbi Dance Class

Born To Mix.

Wednesday 11 February - In 2026, beloved global vodka brand **Absolut** returns for its 7th year as a proud partner of **Sydney Gay and Lesbian Mardi Gras**, supporting multiple unmissable events across the festival calendar including the **Absolut X Dance Floor @ Fair Day**, the **Fair Day Official After-Party**, the **Heaps Gay Mardi Gras AfterParty** and the **Poof Doof Big Gay Block Party**.

For 40 years and counting, Absolut has been a proud ally of the LGBTQIA+ community. Returning once again in 2026 across multiple facets of Mardi Gras Festival in Sydney, the brand continues its devoted work in uplifting spaces for queer love, celebration and self-expression.

The essential first gatherings of Mardi Gras year on year, **Fair Day** bursts with community pride and creativity. The **Absolut X Dance Floor** returns to join the program on **Sunday 15 February**, a crown jewel destination for dance, freedom and flow across the day at **Victoria Park**. Catch sets from **Jarred Baker, ATOMIC KISS, NATE and Adam Love**. Plus, get involved in the 'Recycle a can for a fan' initiative, where Fair Day attendees can recycle an Absolut can in exchange for an iconic (and essential) hand fan for keeping cool across the day-to-night festivities.

Let Fair Day go into the night at **Absolut Presents: The Fair Day Official After-Party**, returning to **The Beresford** on **Sunday 15 February**. The post-Fair Day tradition continues this year, ramping up the party and launching you into the Mardi Gras spirit with high energy DJ sets from **Emme, Queen Shirene, and Alex Taylor**, dazzling performances from **Minnie**, and plenty more Mardi Gras magic.

Speaking of keeping the party going, **Heaps Gay's iconic Mardi Gras AfterParty** at **Manning Bar** on **Saturday 28 February** is also supported this year by Absolut. Whether you're en route from the Parade,

pre-party festivities with your chosen families, or just kicking off your Mardi Gras celebrations - Heaps Gay awaits with over 5 stages of queer apocalypse chaos and plenty of DJs, drag, and drinks.

Iconic party crew **Poof Doof** and their **Big Gay Block Party** will see an Ivy precinct takeover on **Saturday 28 February**, with Melanie C (DJ Set) headlining and 5 immersive stages of sweat with names like 'The Cave' and 'Red Rave'. With Absolut available throughout, enjoy a night dancing with your friends.

Absolut has also partnered with Merivale on a limited-edition menu of four classic Absolut cocktails for \$18 each at 49 participating Merivale venues, with \$1 from every cocktail donated to ACON and the Bobby Goldsmith Foundation. Wherever you choose to celebrate this Mardi Gras season, Absolut will be by your side.

Championing music, culture and community year-round and beyond Mardi Gras season, Absolut is also proud to lend its support to **fbi radio Dance Class** in 2026. The FLINTA DJ skills and mentoring initiative is designed to uncover, train and mentor a new crop of talent in the electronic music industry, by matching emerging DJs with established mentors and figureheads of the Eora / Sydney scene. With masterclasses and on-air training kicking off from March, watch this space to catch the next gen of DJ talent at an upcoming dedicated club night in May.

Where community, music and cocktails collide, Absolut will always be ready at the dancefloor to let your creative expression shine. Don't miss out on all the fun as Absolut returns to Mardi Gras 2026 and unveils ongoing support for creative LGBTQIA+ spaces.

ABSOLUT

[WEBSITE](#) | [FACEBOOK](#) | [INSTAGRAM](#)

MARDI GRAS EVENTS SUPPORTED BY ABSOLUT

ABSOLUT X DANCE FLOOR @ FAIR DAY

VICTORIA PARK, EORA/SYDNEY NSW

SUNDAY 15 FEBRUARY

10AM - 9PM

[MORE INFO + TIX HERE](#)

ABSOLUT PRESENTS: FAIR DAY OFFICIAL AFTER-PARTY

THE BERESFORD, EORA/SYDNEY NSW

SUNDAY 15 FEBRUARY

5PM - LATE

[MORE INFO + TIX HERE](#)

HEAPS GAY MARDI GRAS AFTERPARTY

MANNING BAR, EORA/SYDNEY NSW

SATURDAY 28 FEBRUARY

9PM - 4AM

[MORE INFO + TIX HERE](#)

POOF DOOF BIG GAY BLOCK PARTY

IVY PRECINCT, EORA/SYDNEY NSW
SATURDAY 28 FEBRUARY
9PM - 6AM
[MORE INFO + TIX HERE](#)

About The Absolut Company

The Absolut Company has the worldwide responsibility for production, packaging innovation and strategic marketing of Absolut Vodka, Malibu and Kahlúa. Absolut Vodka is one of the world's top ten international spirits brands. Every bottle of Absolut Vodka comes from one source, Åhus in southern Sweden. Malibu is the number one rum-based coconut spirit in the world. Kahlúa coffee liqueur is the world leader in its category. The Absolut Company portfolio also includes Åhus Akvavit. The head office is in Stockholm, Sweden. Chairman and CEO is Stéphanie Durroux.

Absolut Home, located next to the production site for Absolut Vodka, was opened in 2018.

The Absolut Company is part of Pernod Ricard, the world's second-largest wine and spirits producer.

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