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Nightlife Drops Nitro Circus Mayhem Into Venues

Ahead of Nitro Circus Australia Tour This October-November 2025

Nightlife Music has partnered with Nitro Circus, a global leader in action sports, to unleash a high-energy wave of adrenaline-pumping content in venues around the world.

From pubs and bars to gyms, retail spaces and leisure centres, Nightlife clients will now have access to the most electrifying Nitro Circus highlights to play on their screens. It will be packed with mind-blowing stunts, epic crashes, and all-out action from the world's top daredevils in FMX, BMX, skate, scooter and more.

"The energy Nitro brings is unmatched," said **Matthew Lymbury, Head of Music and Content at Nightlife**. "It's thrilling, shareable, and keeps guests glued to the screen. It's entertainment that elevates the whole venue experience."

This new content joins Nightlife's growing catalogue of extreme sports and adventure visuals. The aim? To keep crowds engaged, spark conversation, and supercharge in-venue atmospheres.

The timing is perfect: Nitro Circus is touring Australia this October and November, and this partnership helps spread the hype in the lead-up to their 7 shows around the country.

"Nightlife is the perfect partner to help us reach fans where they are already fired up," said **Justin Sekulich, Creative Director, Content, Thrill One Sports & Entertainment**, Nitro Circus parent company. "We want this content on screens, in conversations, and in front of as many eyeballs as possible."

Nightlife clients can start playing Nitro Circus content now, with more clips, promo slides, and branded assets dropping soon.

To learn more or check out Nitro Circus tour dates, visit www.nitrocircus.com/schedule.

About Nightlife Music

Nightlife Music is a commercial music and visual entertainment service, providing businesses and brands with tools to access and play the latest licensed content in their venues. Whether dining, shopping, working out, checking into a hotel or even holidaying onboard a cruise ship, chances are the soundtrack consumers hear and visuals they see have been expertly curated and put there by Nightlife. Currently, Nightlife services 7,550+ clients across all industries - from hospitality, dining, accommodation and cruising to fitness, education, leisure, retail and much more.

About Nitro Circus

Nitro Circus, a global sports entertainment leader, creates electrifying live events and unbelievable original content that at once exhilarates, captivates and inspires thrill-seeking fans worldwide. Co-founded in 2003 by iconic superstar Travis Pastrana, Nitro Circus has since grown into a multiplatform phenomenon creating spectacular live events, progressive competitions, hit television programming and innovative digital offerings. With over three million tickets sold to date, linear content that has aired in over 60 countries and a burgeoning consumer products business, Nitro Circus is at the forefront of sports and entertainment. For more information visit nitrocircus.com.

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