

FOR IMMEDIATE RELEASE

FRIENDS OF AMSTEL TAKES OVER ZARIA COURT FOR AN EPIC EXPERIENCE ON OCTOBER 18TH, 2025.

Kigali, Rwanda – Friendship has never sounded this good. On **October 18th, 2025**, the legendary **Friends of Amstel** will take over **Zaria Court**, bringing fresh energy to Kigali's most anticipated celebration of music, fun, and unforgettable togetherness.

This is not just another event. It is where **music meets friendship**, where every laugh, dance, and toast create a memory worth keeping. With doors opening from **2:00 PM**, guests are invited to soak up the golden sunset, dive into exciting activities, and stay on until the final beat drops late into the night.

Headlining the night will be a blend of Rwanda's most celebrated artists and regional heavyweight: **Bien-Aimé Baraza (Kenya)**, **Bruce Melodie (Rwanda)**, **Kivumbi King (Rwanda)**, and **Mike Kayihura (Rwanda)**.

"Friends of Amstel is all about creating moments of connection, and this year we're excited to host it at Zaria Court, a new venue that perfectly reflects the vibrancy of Kigali," said Lieke Bouwhuis, **Marketing Director, BRALIRWA Plc**. "With an incredible lineup and a refreshed experience, this edition will be one of the most memorable yet."

From solo tickets to group bundles for 2, 4, or 6 friends, packages are designed to make sure no one misses out. Whether you are rolling deep with your crew or showing up solo, the vibe is all about **togetherness**. Tickets will be launched on all Friends of Amstel social platforms.

Friends of **Amstel** is not just about music; it is about building a culture of joy and connection. Powered by Amstel, the beer made for friendship moments, the experience has become a signature celebration across the region, bringing people closer year after year.

Save the date. Bring your friends. Create the memories.

- **October 18th, 2025**
- **Zaria Court, Kigali**
- **Gates Open: 2:00 PM**

Celebrate responsibly. Alcohol is not for sale to persons under 18.
Don't drink and drive.

