

# » nitelife contests

## NESN's Dirty Water TV Launches The Sailor Jerry Badass Bartender Competition at McGreevy's on January 25, 2011 at 8pm!

BY JULIE FAIRWEATHER

**D**IRTY WATER TV AND Sailor Jerry have launched a Badass Bartender competition that will put the spotlight on the best bartenders working throughout Greater Boston. The competition kicks off at McGreevy's at 911 Boylston Street in Boston's Back Bay neighborhood on Tuesday, January 25, 2011 at 8pm. If you are badass, you don't want

to miss this Dirty Water TV Open Casting Call and half-hour show taping event that will launch this Sailor Jerry Badass Bartender campaign.

Once the campaign launches, Dirty Water TV and Dirty Water News will select and promote the bartenders who are "Badass" (ergo they're very cool bartenders). Here's how the competition will unfold:

» Two semifinalists will be selected each month based on his or her personality,

mixology skills, service philosophy, and other traits that make them stand out from the pack.

- » These Sailor Jerry Bad Ass Bartender competition semifinalists will be featured in half page advertorials in Dirty Water News and on the Sailor Jerry Bad Ass Bartender Facebook page.
- » The two monthly winners will have the chance for people to vote for them through the Facebook page for the chance to become a finalist and be featured in a segment of Dirty Water TV.
- » The campaign ends in August 2011 when all of the Badass finalists compete during a special taping of Dirty Water TV to become the show's Bad Ass Reporter.
- » Once the Sailor Jerry Badass Bartender is selected, he or she will serve as Dirty Water TV's Bad Ass Bartender Reporter



with special features being shot and produced with that bartender while they are at work and/or hanging out at their favorite bars for the rest of the year.

» The Bad Ass Bartender winner will also be featured as a reporter and presenter at the 2011 Nightlife Awards ceremony.

If you want to be selected as the first two finalists in the Sailor Jerry Badass Bartender campaign make sure to attend the open casting call event at McGreevy's on Tuesday, January 25, 2011 starting at 8pm and then follow the excitement on Facebook. You could be the next Dirty Water TV personality – Sailor Jerry's Badass Bartender – so get your

attitude going and head over to McGreevy's on January 25th! Visit DirtyWaterTV.com and LIKE the Sailor Jerry Badass Bartender page on Facebook.com to find out how you can win this badass competition.

Dirty Water TV is New England's only TV show focused exclusively on nightlife and entertainment. As of January 2011, the show airs twice a week on NESN every Saturday and Sunday night at 11:30 p.m. and is available on COMCAST ON DEMAND. All of the content that has aired on Dirty Water TV can also be viewed at <http://www.dirtywatertv.com>. **DWN**



## SAILOR JERRY IS LOOKING FOR BOSTON'S BADASS BARTENDERS ARE YOU BADASS?

DO YOU RADIATE CONFIDENCE IN ALL YOU DO, WHETHER IT'S MIXING A DRINK, DEALING WITH A DISORDERLY CUSTOMER, OR AMPING UP THE VIBE ON YOUR BAR? IF SO, THEN ENTER SAILOR JERRY'S BAD ASS BARTENDER COMPETITION AT A DIRTY WATER TV OPEN CASTING CALL EVENT AT MCGREEVY'S

**TUESDAY, JANUARY 25, 2011, 8 TO 11 PM.**

COME DEMONSTRATE YOUR BADASS WAYS AND YOU COULD END UP WORKING AS THE SAILOR JERRY BAD ASS BARTENDER ON NESN'S DIRTY WATER TV.



Visit [DirtyWaterTV.com](http://DirtyWaterTV.com) or Like The Sailor Jerry Badass Bartender on Facebook for more details.