swedish beauty®

Swedish Beauty® Goes Backstage at the GRAMMYs!

February 2017

Los Angeles, CA – On February 12th, hundreds of artists took over the city of Los Angeles for music's biggest weekend, the 2017 GRAMMY Awards! This year, official GRAMMYs partner Westwood One, America's largest radio network, hosted an exciting VIP event titled "Backstage at the GRAMMYs", where nominees, presenters and performers stopped by to chat with 20+ radio station personalities and get treated to a private pop-up performance by Train!

Swedish Beauty® was handpicked to participate in the event's exclusive gift bag, which was given to many of this year's nominees as well as winners! Chance the Rapper, 21 Pilots, Daya, Flume and Cage the Elephant all won GRAMMYs plus went home with the special gift bag that featured Swedish Beauty® Aloe There® Body Wash. Other artists who were in attendance at the backstage event and received a VIP bag were Pat Monahan (Train), Charli XCX and Amber Rose. Not to mention, photos of the gift bag and the event received over 1 million unique impressions on social media!

For more information or questions, contact Swedish Beauty Brand Manager Carly Griffin at 317-290-3453 or at carly.griffin@newsunshinellc.com.