

THE KING OF CHILL RETURNS: FIDO DIDO INVITES YOU TO HANG AT HIS HOUSE TO FEEL CHILL

Submitted by: DeVries Global

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Reuniting with 7UP Free, Fido Dido, the iconic, laid-back King of Chill is marking his return from the 90s by opening the doors to his house this July.

In a hyper connected world of choices, stresses and FOMO, 7UP Free, the refreshing lemon-lime beverage, recognises that now more than ever, Brits need to learn how to slow down and rediscover the lost art of relaxation. The witty, sneaker-wearing, hammock-swinging character is therefore hosting a super-chill weekend at his house on Friday 26th – Saturday 27th July, to encourage people to slow down and appreciate the little things in life. The multi-sensory and artistically inspired rooms of his house are designed with the intent of making visitors feel Chill AF (as Fido).

To help his guests feel free to just 'be', Fido invites people to:

- Hang in a hammock
- Watch artists doodling
- Enter Fido's fridge to cool down (and discover a hidden bar!)
- Nap to soothing sounds or listen to mellow nineties tunes
- Kick back with an ice-cold bottle of 7UP Free

Fido first appeared as the 7UP brand character in 1987, and became a much-loved pop culture icon of the Nineties. Tying in with the 7UP brand's 90th anniversary, Fido Dido is appearing on limited edition packs of 7UP Free, available this summer and in stores until October. 7UP Free is the refreshing lemon-lime taste of 7UP, with no sugar.

When asked for official comment on his open-house, Fido was away from his desk chilling, but 7UP looks forward to welcoming a cool crowd to come and feel CHILL AF.

Event Details:

- Fido Dido House by 7UP Free, 6a Langley St, Covent Garden, WC2H 9JA
- House opens Friday 26th – Saturday 27th July, 10am-9pm (free entry)
- For more information and tickets, visit: <https://fidodidohouse.eventbrite.co.uk>
- #FidoDidoHouse|<https://www.instagram.com/7upfree>|<https://www.facebook.com/7UPUK>

For more information contact 7UPFree@Devriesglobal.com or call 0207 067 0015 to speak to the 7UP Free team.

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