

Darude actually timed the drop in 'Sandstorm' with Finland's New Year's countdown

BY ITM HQ ([HTTP://INTHEMIX.JUNKEE.COM/AUTHOR/ITM-HQ](http://inthemix.junkee.com/author/itm-hq))
3 January 2017



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Need more proof that 'Sandstorm' is the meme that keeps giving? During Finland's New Year's celebrations over the weekend, Darude – aka the country's #1 national export – timed *Sandstorm's* epic drop with the exact moment 2017 rang in.

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The celebrations were pretty special for the country, marking 100 years since it gained independence from Russia. Watch below as thousands of revellers say goodbye to the shitstorm of 2016 (see what we did there?) in the best way imaginable.

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Darude spoke to *inthemix* in 2015 (<http://inthemix.junkee.com/darude-on-life-as-a-meme-i-was-weirded-out-at-first/26878>) about Sandstorm's new life as an unexpected viral meme. "I was weirded out by it at first," he said. "I didn't understand what was going on. It was strange. Now I've actually played a couple of gamer conferences, all related to that kind of stuff. I'm cool with that, I'm not going to be pissed off about someone spreading my name and the name of my track around, whether it's a joke, or a meme, it works for me."



(h/t *Pedestrian* (<https://pedestrian.tv/news/music/watch-finland-timed-the-exact-stroke-of-2017-with-ff2d4ba2-2440-45e1-ba53-6007a48f6bdf.htm>))

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