# Shaun Jackson: the rave gurner guy who became a viral sensation and beloved British pop culture figure



More than a decade has passed since Shaun Jackson, a man from Chorley, became an unexpected internet sensation after a video of him dancing enthusiastically at a Preston nightclub went viral. The footage, recorded in 2014 for promotional purposes at the Rumes bar, showed the then 40-year-old man smiling widely and dancing with an infectious energy on the club’s dance floor. The clip quickly gained traction online, reaching hundreds of thousands of views and launching both Mr Jackson and the once little-known venue into global recognition.

At the time, Mr Jackson was affectionately nicknamed the "rave gurner guy" by social media users. Interestingly, he revealed that he was unaware of the video’s massive popularity until after attending work the following week. Speaking to the Flexxed podcast in 2019, Mr Jackson recounted a conversation with his employer and friend, Danny, who had noticed the widespread attention. “Oh my god you had a good night Saturday night didn’t you?” Danny remarked, highlighting the buzz surrounding the night.

The former boxer embraced his newfound fame, sharing with BuzzFeed that he enjoyed the attention, recalling how people cheered and clapped for him during a weekend shopping trip. However, questions have since been raised about whether that enthusiasm for nightlife endured in the years following.

In recent years, Mr Jackson has continued to share glimpses of his life and personality on social media. In January 2022, he posted a photo from Benidorm, Spain, although he later clarified that the image was from the previous year. More recently, his August 2023 Instagram post showed him shirtless and sticking his tongue out during a holiday in Ibiza, with accompanying footage of flashing blue party lights suggesting he has maintained his lively holiday habits.

His TikTok account also features various videos portraying his humorous side, including a notable clip from May 2024. In this video, Mr Jackson dons a teal dress and gestures toward a woman dressed as a bride, captioned "on my wedding day." The lighthearted content has drawn comments from followers such as “you are too funny! love it!” and “still going strong,” demonstrating his continued engagement with his fanbase.

Additionally, Mr Jackson shares glimpses of his daily life, including videos of his work as a plasterer and moments spent with his family. One particularly heartwarming clip from a day out in the park shows him being playfully spun around by his grandson, laughter and cheer evident despite the physical exertion.

Reflecting on the original viral night in 2019, Mr Jackson disclosed that he had consumed around three-quarters of a bottle of vodka and taken several drags of MDMA before the dancing began, which perhaps explains his exuberant display. Despite the video’s iconic status, he expressed one regret: that no footage was captured as the night progressed and the partying intensified.

Years later, Mr Jackson remains a recognizable figure in British pop culture, with notable appearances including the Glastonbury Music Festival in 2022. That same year, he was honoured with his own action figure, cementing his status as a beloved viral personality.

From his viral club dance in Preston to his ongoing social media presence and public appearances, Shaun Jackson’s journey reflects a continued legacy of spirited enjoyment and connection with fans well beyond that memorable night in 2014.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.vice.com/en/article/gurning-rave-guy-finally-revealed-the-drugs-he-was-on-in-viral-video/> - Details Shaun Jackson's viral 2014 Rumes nightclub video, his substance use (vodka and MDMA), and continued public appearances through 2022, including Glastonbury.
2. <https://www.ladbible.com/community/shaun-jackson-rave-video-substances-985701-20250107> - Corroborates Jackson's awareness of cameras during the viral video and his deliberate humorous behavior, along with his post-viral fame narrative.
3. <https://www.youtube.com/watch?v=-xWBVEJUYtI> - Provides direct access to the 2019 Flexxed podcast interview where Jackson discusses the viral incident and his nightclub experience.
4. <https://www.example.com/buzzfeed-archive> - NOTE: Placeholder URL - needed to verify BuzzFeed interview where Jackson described public reactions to his fame (actual link unavailable in provided results).
5. <https://www.instagram.com/shaunjackson/posts/> - NOTE: Placeholder URL - required to confirm Ibiza holiday post (August 2023) and Benidorm photo (January 2022) as described (specific posts not available in results).
6. <https://www.tiktok.com/@shaunjackson/video/123456789> - NOTE: Placeholder URL - needed to validate May 2024 wedding-themed TikTok video (specific link absent from provided materials).
7. <https://www.dailymail.co.uk/news/article-14652737/Rave-guy-eyepopping-picture-turned-internet-meme-reveals-life-changed-looks-now.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data