
Press notice: 16-07-2010



Wednesday, January 12, 2011 at the:



European Music conference
and showcase festival

**EXPANDED EUROPEAN FESTIVAL AWARDS RETURN TO EUROSONIC NOORDERSLAG
TICKETS ON-SALE NOW**

Following its successful debut last January, the EUROPEAN FESTIVAL AWARDS, presented by YOUROPE and Virtual Festivals Europe, will return to Groningen in the New Year with a larger venue and more categories.

Taking place on Wednesday 12th January 2011 at Groningen's Stadsschouwburg in The Netherlands, the second edition of the EUROPEAN FESTIVAL AWARDS will launch the 25th Anniversary edition of Eurosonic Noorderslag in style with live acts and aftershow party.

Decided by a combination of public vote and industry juries, these Awards are the only pan-European body solely dedicated to recognising the contributions and achievements of the event organisers and performing artists that generate billions of Euros for local economies and brighten up the summer for tens of millions of festival-goers each year.

Public voting in this year's Awards will commence in September. More details will follow.

Events wishing to be included should email applications@festivalawards.com for more information.

Tickets (up to 6 tickets per buyer) to the European Festival Awards, which will include a drinks reception, buffet dinner, live performances and an aftershow party will be exclusively available, on a strict first-come-first-served basis, for festivals and promoters (Eurosonic Noorderslag registration is required).

Below you find the EFA 2011 link. It is secured with password; **EFA2011**
<http://www.ticketmaster.nl/html/connect.html?EVNT=EU120111>

Register for EuroSonic Noorderslag 2011:

<http://www.eurosonic-noorderslag.nl/en/conference/about/register/>

YOUROPE Chairman Christof Huber commented: "The first edition of the EFA's worked out really well and it was the gathering of festivals that we had hoped for. We are proud to be co-promoter of the European Festival Awards and are looking forward to a successful second edition in this unique venue"

Virtual Festivals founder Steve Jenner added: "The European festival scene has never been more exciting with new territories springing up on the map and more established markets undergoing rapid maturation. It all bodes for a thrilling Festival Awards and another great celebration in Groningen."

EuroSonic Noorderslag Creative Director Peter Smidt concluded: "With so many European festivals attending EuroSonic Noorderslag, we are happy to open by celebrating the best of them at the European Festival Awards".

This year's Award Categories are as follows:

1. Best Major European Festival
2. Best Medium-Sized European Festival
3. Best Small European Festival
4. Best New European Festival
5. Best Indoor Festival (new!)
6. Best European Festival Line-Up
7. YOUROPE Green 'N' Clean Festival Of The Year
8. Artist's Favourite European Festival
9. Best Newcomer
10. Best Headliner
11. Festival Anthem of the Year
12. Virtual Festivals Europe presents Promoter Of The Year
13. Yourope Lifetime Achievement Award

-- Ends --

Last year, more than 100,000 public votes saw Belgium claim the most awards with Dour winning 'Best Medium Sized Festival', Cactusfestival named the 'Best Small Festival', 'Best New European Festival' went to Openfields and Rock Werchter was voted 'Best Line Up' and 'Artists' Favourite Festival'. Live Nation's Herman Schueremans was also designated 'Promoter Of The Year' by an industry jury that included a selection of the continent's most prominent trade music journalists, booking agents and related professionals.

"Things don't get much better than winning in 3 categories at the very first European Festival Awards in January 2010 at EuroSonic Noorderslag, the yearly European Live Music conference event which is dedicated to new European Music. Again, many thanks from all of us at Rock Werchter!" Herman Schueremans, Rock Werchter

For a full list of last year's winners click here:

<http://www.eurosonic-noorderslag.nl/en/conference/news/news/artikel/and-the-winners-are-2/>

About YOUROPE:

Yourope was founded in November 1998. The association currently has over 60 members which are among the most well established festivals in Europe. All Yourope's members are dedicated to improving the European festival scene in terms of working conditions, health and safety music talent. The overall aim of the association is to collaborate and share best practice, and to pinpoint areas that would benefit from a joint approach.

Yourope is founding partner of the European Talent Exchange Programm www.etep.nl and the live music lobby European Live Music Forum www.elmf.eu.

Since 2006, the YES Yourope Event Safety Group organised a series of health & safety seminars for festival security staff from all over Europe. In 2006/7, the association launched environmental guidelines for music festivals. The original printed booklet "Green'n'Clean" has been supplemented by a new online tool, providing festival

organisers with customised environmental advice plus a "Green'n'Clean Award" for festivals who achieve a defined number of criterias in terms of environmental measures.

Since 2008, Yourope in cooperation with Bucks New University organised a series of seminars about sustainability with strong partners. Besides that, Yourope will also works on other key topics in the upcoming years to create even more value for its members and the festival business as such.

For more information contact: Christof Huber - christof.huber@incognito.ch | +41 (0) 71 223 41 01
www.yourope.org

About Virtual-Festivals Europe:

Virtual Festivals.com has grown by purely organic means since 1999 to become the UK's market leading online portal and social network for music festivals, successfully consolidating this marketplace (from the hundreds of events that take place to the millions who attend them) in one place on the web.

The website – which also co-produces the UK Festival Awards and European Festival Awards – currently commands more influence and credibility with both industry and consumers in the festival sector than any other single media property. Building on its UK success, Virtual Festivals Europe was launched in collaboration with YOUROPE in July 2008 to aggregate the pan-European festival marketplace in a similar way.

For more information contact: Steve Jenner - steve@virtualfestivals.com | +44 (0) 207 785 7394
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About Eurosonic: The European Music Conference and Showcase Festival

EuroSonic Noorderslag is Europe's most important live music industry conference and showcase festival for European talent. With over 2800 delegates, showcases by 260 artists and a conference with 100 panels, keynote speakers, interviews and meetings, EuroSonic Noorderslag is the key exchange and networking platform for European music, European artists, international music industry professionals and organizations.

In 2011 we celebrate our 25th birthday and as EuroSonic Noorderslag focuses each edition on a different European country, featuring performances by the best artists and organizing panels about the specifics of that market, it only felt natural to do the 2011 focus on The Netherlands.

Wednesday 12: The European Festival Awards / The European Border Breakers Awards

Thursday 13: EuroSonic Festival and Conference

Friday 14: EuroSonic Festival and Conference

Saturday 15: Noorderslag Festival and Conference

EuroSonic festival presents a broad variety of the best European talent throughout the city of Groningen. Being the largest European showcase festival in Europe, EuroSonic Noorderslag is the most important platform for new European talent. With the European Broadcasting Union (EBU), Yourope and Network Europe giving additional exposure to the performing artists, EuroSonic Noorderslag plays a vital role in the development and circulation of talent in Europe and beyond. Instrumental in this circulation is our own ETEP (European Talent Exchange Program).

Since the start of the ETEP program in 2003 a total of 965 shows by 346 European artists took place at the 60 ETEP festivals (2003 – 2009) www.etep.nl

Noorderslag festival has been the main barometer of Dutch pop music for 24 years.

On Saturday 15 January, Noorderslag presents the very best Dutch acts in every genre, from hip-hop and urban to pop music, avant-garde, dance, alternative and everything in between.

Conference: During the three day conference over 100 panels and meetings will address the current developments and state of affairs within the European music industry, focusing on European music, touring, festivals, the (live) music industry and media developments. The conference also features industry meetings by: Yourope, the European Broadcasting Union (EBU), European Talent Exchange Program (ETEP), The European Export Office(s) and Network Europe.

Awards: EuroSonic Noorderslag is the proud home of various awards ceremonies such as The European Border Breakers Award, The European Festivals Awards, The Interactive Awards and more.

In 2010 The show of the European Border Breakers Awards 2010, presented by TV legend Jools Holland, is broadcasted on TV in 12 different European countries.

International media coverage: EuroSonic Noorderslag receives international coverage in Europe and beyond, working closely with European media to give more exposure to the performing artists. During 2009, a total of 334 artist performances were broadcast on 21 European Broadcasting Union radio stations. With the EBU group firmly

behind the festival, radio shows containing EuroSonic and Noorderslag concerts will reach out as far as Eastern and Southern Europe and beyond...an audience of millions.

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