



URBANEARS™

Press release

Hilversum, September 18

Urbanears official headphone sponsor of the Amsterdam Dance Event

From 16-20 October, the international dance scene makes their way to Amsterdam for the 18th edition of the Amsterdam Dance Event (ADE). The ADE is considered the most important business conference and the biggest club-based festival in the world for the entire spectrum of electronic sub-genres. During the 5-day event over 450 events will take place in 100 different clubs and venues around the city.

For the upcoming edition ADE joins forces with Swedish headphone brand Urbanears, resulting in a limited edition run of their popular Zinken headphone. The headphones, which carries the distinctive ADE colors black and yellow, will be available online and during the event.

"ADE plays a very important role in the international dance music scene today. Their passion, enthusiasm and hard work over the last two decades has shown that they are the perfect platform for taking the evolution of dance music even further. Urbanears is proud to be a part of that future," says Urbanears' President & Co-Founder Konrad Bergström.

"We're delighted to join forces with a brand that shares our passion for creative design. Urbanears' minimalist approach and eye for detail fits ADE perfectly," says Richard Zijlma, director of the ADE.

In addition to exclusive content, Urbanears will give away tickets via social media, as well as provide special offers on certain headphone models to ADE card holders.

About Urbanears

Urbanears makes headphones that fit your everyday life. Supplying the perfect listening device for anyone with a pocket full of music and a wish to make the most of it, Urbanears models are designed to optimize sound and captivate self-aware customers by matching preferences in size, style, design, function and relation to music. Other companies may try to emulate the brand, but Urbanears is the original in colorful headphones.

The Amsterdam Dance Event is organized by Amsterdam Dance Event Foundation, an initiative of Buma. Official ADE partner: Samsung

NOTE TO EDITORS:

For more information, please contact:

Urbanears

Andrea Miles

andrea@zoundindustries.com

Amsterdam Dance Event

Remko Gorter

remko.gorter@amsterdam-dance-event.nl

For press photos click [here](#)