



YOUROPE and Virtual Festivals Europe in cooperation with EuroSonic Noorderslag introduce:



At EuroSonic Noorderslag - The European Music Conference and Showcase Festival - in Groningen (NL), on Wednesday, January 13th 2010.

Yourope, the European Festival Association has joined forces with festivals portal Virtual Festivals Europe to create the first ever awards to celebrate the ever-growing strength and diversity of the pan-European music festival marketplace and recognise those individuals and organisations responsible for brightening up the lives of millions each summer.

Building on the success of the UK Festival Awards, pioneered and run by Virtual Festivals since 2004, the European Festival Awards will culminate in a live ceremony taking place at the Grand Theatre as part of EuroSonic Noorderslag in Groningen, Netherlands, on Wednesday January 13th, 2010.

Similar to the established UK format, the award categories will include a mixture of festival-related themes such as “Best Major/ Medium and Small European Festival”, “Best Line-Up”, “Best New Festival” as well as artist ones like “Festival Anthem of The Year” and “Best Newcomer”. There will also be awards for the “Artists’ Favourite Festival”, “Promoter of the Year” and a “Lifetime Achievement Award”. Both the shortlists and final winners will be decided by a combination of industry panels (including experts from the media, booking agents and artists) and a public vote on the Virtual Festivals Europe website (eu.virtualfestivals.com) in the autumn. The full list of categories will be announced in due course.

Participation in the European Festival Awards will be eligible (at no cost) to every festival listed on the Virtual Festivals Europe website. Application details will be announced shortly.

Tickets 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, to EuroSonic Noorderslag delegates.

Register for EuroSonic Noorderslag 2010: [click here](#)

YOUROPE Chairman Christof Huber commented: "It's great to finally organise a night to celebrate the European Festivals together with our key partners Virtual Festivals Europe and Noorderslag EuroSonic! I am sure it could have a great impact on our work!"

Virtual Festivals Director Steve Jenner added: "We are very excited to be involved in the creation of this unique and special event that seeks to bring together the incredible, vibrant and diverse festival community of Europe across international borders, to be celebrated as one. There are more than 3000 amazing music festivals in mainland Europe. It's about time the people who make them so special are recognised on a continental level for all their hard work and dedication and we can't wait until EuroSonic Noorderslag to do just that!"

EuroSonic Noorderslag Creative Director Peter Smidt concluded: "These awards make a lot of sense. We are very happy and proud to welcome the European festival Awards at the EuroSonic Noorderslag 2010 edition. With so many festivals and the ETEP program already present at our conference it seems like the logical place and it feels like a homecoming. We have a great working relationship with Yourope. We look forward to develop the same with Virtual Festivals and make the European Festival Awards a big success!"

About YOUROPE:

Yourope was founded in November 1998. The association currently has close to 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, Yourope, in cooperation with the ILMC Safety Focus Group, organised seven health & safety seminars for festival security staff from all over Europe. More activities will follow in the upcoming year.

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. In 2008, there are plans to launch a series of seminars about sustainability with strong partners.

Besides that, Yourope will also work on other key topics in the upcoming years to create even more value for its members and the festival business as such.

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About Virtual-Festivals Europe:

eu.virtualfestivals.com

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.

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About EuroSonic: The European Music Conference and Showcase Festival

EuroSonic Noorderslag: The European Music Conference and Showcase Festival with 2650 music professionals and over 100 panels, presentations and meetings at its conference and 260 showcases from the best European talent performing at its festivals, EuroSonic Noorderslag serves as the prime discussion and network platform and showcase festival for the European music industry. Taking place in Groningen in the north of the Netherlands (2,5 hours from Amsterdam), EuroSonic Noorderslag consists of two festivals; EuroSonic (thu / fri) and Noorderslag (sat) and a three day conference.

EUROSONIC

EuroSonic presents a broad variety of the best European talent in numerous locations throughout the city of Groningen. With European booking agents, 60 ETEP festivals, the EBU, Yourope and Network Europe supporting the program, EuroSonic is the most extensive and progressive showcase festival in Europe.

NOORDERSLAG

With a proven track record over the past 22 years, Noorderslag showcases the best new and upcoming artists that the Dutch music scene has to offer. The Oosterpoort venue has Dutch acts performing on different stages, showcasing the very best in every genre, from hip-hop and urban to intimate pop music, avant garde, dance, rock, alternative and everything in between.

CONFERENCE

With over 100 panels, presentations, discussions and meetings, the conference serves as a platform for the international music industry, focussed on European music, touring, festivals, live & record music industry and media and digital developments. The conference also features meetings by: Yourope, the European Broadcasting Union (EBU), The ETEP festivals, The European Export Offices and Network Europe.

Launching talent into Europe

As the exchange and support of new music in Europe is one of the main goals of EuroSonic Noorderslag, it introduced the special European Talent Exchange Program (ETEP) in 2003. Each year ETEP brings together the leading European festivals, radio and other media and stimulates them to 'exchange' a selection of artists. Since its launch ETEP has proved to be successful, with 873 confirmed festival shows by 325 European artists at 60 festivals in Europe. More and updated information on www.etep.nl

Broadcasting around Europe

Working closely with EuroSonic Noorderslag in achieving its goal to spread new music around Europe, is the largest broadcasting association of national broadcasters in the world: the European Broadcasting Union (EBU). Supporting the event since 1999, the EBU offers a truly incredibly wide exposure of live music, with 21 European radio stations relaying 380 concert recordings from Groningen in 2008. More information on www.ebu.ch

www.euroSonicnoorderslag.nl

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