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## *MEDIA RELEASE*

### **Yourope Moves Europe**

European festival association Yourope conducted a survey among its members in order to evaluate their economic value as well as their role as cultural meeting points for artists and audiences alike.

The study, which will be published shortly, exemplifies the importance of Europe's festivals for the continent's economic well-being as well as their function as facilitators of cultural understanding and tolerance in times of great political division in Europe.

The results of the study will help make a case in front of the EU Commission, which is currently deciding on the distribution of funds allocated as part of its Creative Europe initiative. Many music industry organizations and associations have already applied, and the EU Commission will take the economic and cultural benefits of each applicant into account.

"We do a lot for our market, not just economically but culturally as well. Festivals are places, where different generations, ethnicities and cultures meet, celebrate and enjoy music together. There are few stronger displays of the true solidarity among human beings than the one you see in a festival crowd that is enjoying a moment together. It's time the European decision makers recognize that," said Christof Huber, General Secretary of Yourope.

### **Yourope Membership At An All-Time High**

Yourope is pleased to announce that it has cracked the 100-members mark at the beginning of 2019, when Ukrainian festival Atlas Weekender joined the association. Since then, Open Air Gampel, one of the oldest festivals in Switzerland also joined, bringing the current member count to 101.

This marks an all-time high for Yourope since its foundation in 1998. "It is amazing to see how far we have come as an association. Our membership includes a great variety of events, from boutique ones to some of Europe's largest festivals. What they have in common is their dedication to deliver a first-class live experience to fans and artists alike. They reflect the diversity that you also see in Europe as a whole. A diversity that is worth preserving at all costs," Huber said.

### **"Vote for Europe"**

Yourope member festivals have decided to take a stand in the upcoming European Parliament elections, May 23-26, 2019. While Yourope does not see itself as a political organization, it very much wants to preserve the European Idea and has identified participation in the upcoming elections as one of the means to achieve this. The campaign together with its members will be launched in the upcoming weeks.

### **European Festival Awards 2019**

Yourope is also pleased to announce that it has taken full control of the brand European Festival Awards. It means that the association will have complete creative and decision-making power regarding the annual award ceremony, which traditionally takes place during Eurosonic Noorderslag in Groningen, Holland, in January.



So stay tuned for more details about the next edition of the European Festival Awards, which will be the 11<sup>th</sup> edition and will take the show to a whole new level.

### **Save the date**

In the coming months you can meet Yourope and its members at the following dates:

- 8th International GO Group Workshop – Prague – April 1-2, 2019
- Yourope Members Meeting at Reeperbahn Festival – Hamburg – Friday, Sept. 20
- 3rd European Festival Conference – Barcelona -- Nov. 20-23, 2019

More Information:

Yourope: <http://www.yourope.org/>

Take A Stand: <https://take-a-stand.eu/>

GO Group: <http://go-group.org/>

YES Group: <http://www.yourope.org/en/yesgroup>

Contact: [christof.huber@incognito.ch](mailto:christof.huber@incognito.ch)