



April, 2016

Rockin'1000 presents

THAT'S LIVE
Sunday July 24, 2016
Orogel Stadium Dino Manuzzi – Cesena Italy

1000 musicians - 1 stadium- 1 entire concert - 100.000 €
to stage the performance of the biggest Rock Band on earth
from March 31st until may 24th the crowdfunding campaign on PostepayCrowd

After the 2015 worldwide success with [a more-than-30-million-YouTube views video](#) and an epic concert in Cesena by Foo Fighters, defined as "a fucking revolution" by Dave Grohl himself, **Rockin'1000** - the creative team led by **Fabio Zaffagnini** - is preparing to face a **new adventure**, this time bigger, crazier and more difficult than the last one.

THAT'S LIVE - this is the name of the event to be held **Sunday, July 24, 2016** at the **Orogel Stadium Dino Manuzzi in Cesena** - Italy (via Dello Stadio, 124, 47521 Cesena - FC) - **for the first time ever, "1,000 musicians" will give a real concert, performing a tracklist of songs that made The History of Rock**, from the 50s to the present day.

No longer a tribute to a world renown band, as in 2015, but an immense Rock orchestra that plays in the name of love for music, creating a unique visual and sound performance. At the center of this new experience, a key ingredient inherited from the original format, something that many musicians and many cities have in common: the redemption of their identity, enriched by the glory and the public that are normally reserved to Rock Stars and big Capitals of Culture.

To create this project, **Rockin'1000 must raise at least 100,000 € by May 24th on PostepayCrowd**, a crowdfunding platform where donors can **pre order tickets to the great event**. PostepayCrowd is a program resulting from the collaboration among **Postepay**, **Visa** and **Eppela**, the first italian reward-based crowdfunding platform, one of the top five in Europe.

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Rockin'1000 organizers declare *"What we got last year has been magical, the ground was shaking under our feet, the wall of sound was overwhelming, we got goose bumps throughout the day, public and experts were weeping all the time.*

We just have to share all this, otherwise we'd commit a mortal sin. We decided to raise the stakes, not only one song, but an entire concert, not a tribute to a band, but a special tribute to the History of Rock. We are aware that July 26 2015 has been unique. But now we want to figure out if that spark has started a fire: to stage the world's biggest Rock Band and give everyone the opportunity to attend a mystical show. If it works, the next step will be an international tour. "

The video call went online today in [italian](#) and in [english](#)
www.rockin1000.com

How to participate

Musicians are invited to apply on www.rockin1000.com: registrations (deadline: July 1, 2016) are free of charge, and once the selection is passed, they will receive instructions via a private page on the website and via an app, active until the day of the event, Sunday, July 24 (including three days of rehearsals from July 21 to July 23).

Donors can support the project using That's Live partner PostepayCrowd platform, pre-ordering tickets that will guarantee them access to the event. With **15 €** they will get side seats, with **25 €** they will obtain a more central place and with **35 €** they will get the central seats. The early bird campaign will run for two months from March 31 to May 24 2016; after this date, tickets will go on sale on a ticketing platform and will be a bit more expensive.

It will always be possible to contribute also for those who believe in the project and can not physically participate, in this case other rewards are provided, ranging from receiving a very special dedication, to exclusive video contents, in line with the Rockin'1000 spirit. Institutions, philanthropists and sponsors can participate by writing to info@rockin1000.com.

The raised funds will be used for the production of the event: setting of the stadium, audio and lights service, electricity supply and distribution, professionals and technicians (over a hundred people!), video shooting, logistics, communication activities, security, cleaning, permits, ... If we were to exceed the established minimum threshold, we will add special features to be announced in the coming months, to create a richer and more extraordinary show.

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Details about the program are still top secret and will be gradually revealed over these months: tracklist, special guests, new contents, innovative solutions, all in the name of the God of Rock.

THAT'S LIVE is an event organized and promoted by **Rockin'1000**, with the collaboration of the **Municipality of Cesena** and **Cesena Calcio**.

The crowdfunding project is realized in collaboration with **PostepayCrowd**.

Main Media Partner: **DEEJAY Radio** and **Rolling Stone Italy**.

Rockin'1000 is an original project that took place on July 26, 2015 in Cesena IT, where a 1,000 musicians performed together the song Learn To Fly by Foo Fighters. The video of the performance recorded more than 30 million YouTube views (http://bit.ly/Rockin1000_OfficialVideo), being declared as the most watched video in Italy in 2015, entering Facebook and Google's "Best of 2015".

Main steps of the past project:

- December 14, 2014: Launch of the project
- July 26, 2015: 1000 Performance
- July 30, 2015: publication of the video on YouTube
- August 15, 2015: invitation to Walla Walla and the first meeting with the Foo Fighters
- 3 November 2015: Foo Fighters concert in Cesena

Events and initiatives that hosted Rockin'1000: Milano Film Festival, Social Innovators Connected SIC! 2015, Bea Festival, Italian Lessons - Unicredit, Youtube Pulse, TEDx, IF Festival, Mobile Era is On, Forum of Excellence and many others. **Awards:** StartupItalia! Open Summit 2015 (Social Innovation Award) and TeleTopi2015 (Best Community Award).

Rockin'1000 is a project born from an idea of Fabio Zaffagnini, Rockin'1000 General Manager, Anita Rivaroli (Head of Media Production); Claudia Spadoni (PM and Head of Event Production); Martina Pieri (Communication Manager); Francesco Ridolfi (Head of Sound Division); Marta Guidarelli (Sales Manager); Mariagrazia Canu (Public Relations and Press Office); Claudia Croce (Legal person in charge); Debora Castellucci and Marco Spadoni (merchandising) and Valentina Balzani (Communication Group).

Social channels: [Twitter](#) - [Instagram](#) - [Facebook](#)

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