



Press Release

Rockin'1000 flies to New York City

for the Tribeca Disruptive Innovation Awards ceremony

In mid-April the whole Rockin'1000 team, who is actually working on the new project [That's Live](#), the concert of the biggest rock band in the world (July 24, 2016 at the Cesena Stadium) - **will fly to New York City**, attending the Tribeca Film Festival and **accepting the Tribeca Disruptive Innovation Award**, the prestigious prize given to those who have impressed the world through a disruptive and innovative idea.

The ceremony, which will host **Fabio Zaffagnini with his entire team**, is moderated by journalist Perri Peltz and will be held **at BMCC Tribeca Performing Arts Center Friday, April 22 at 11am**. The award - created by Harvard Business School Professor **Clayton M. Christensen and Craig Hatkoff**, co-founder of the Tribeca Film Festival with Robert De Niro and Jane Rosenthal - celebrates **the power of "disruptive innovations"** in all areas: media, technology, bio-medicine, politics, art, education, health, religion, economics, sports, fashion and philanthropy.

Rockin'1000 team members declare *"This award makes us very proud because it captures the deep sense of Rockin'1000: challenging what seems impossible, bringing people together through music, transmitting passion and courage to build something unique. Rockin'1000 belongs to our whole community: musicians, volunteers, supporters. Because they are the ones that accepting our invitation have overcome the rules, gave shape to our imagination and prompted us to our new crazy project to be held next July 24. "*

Over the past seven years, the [Tribeca Disruptive Innovation Award](#) has been given to innovators like Jack Dorsey (Twitter / Square characters); Jimmy Wales (Wikipedia); Shane Smith (Vice); Jared Cohen, Eric Schmidt (Google), David Lynch, Justin Bieber and many more.

TDIA is part of the 15th edition of the Tribeca Film Festival (April 13 to 24, New York) and documents the evolution of the "Disruptive Innovation" revolutionary theory, bringing together the most charming disruptors in the world, whose stories can be an inspiration to anyone with an interest in innovation.

THAT'S LIVE (July 24, 2016 in Cesena) 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 with PostepayCrowd. Main Media Partner: Radio DeeJay and Rolling Stone.

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