



Tuesday, May 2nd

Press Release

ROCKIN'1000 PRESENTS
SUMMER CAMP
VAL VENY / JULY 28-29, 2017
TWO DAYS OF ROCK IN A BREATHTAKING
VALLEY AT THE FOOT OF MONT BLANC

Rockin'1000 officially announces the next step of a project that has gained a vast popularity worldwide for the past two years. The world's largest Rock Band, featuring over 1000 musicians, will perform on the roof of Europe **from July 28 to July 29 in Val Veny**, a breathtaking location **right off the city of Courmayeur**. That's the place where **ROCKIN'100 SUMMER CAMP** will take place, a village where music, amplifiers and watts will be protagonist.

After the 2015 debut, with **a tribute to Foo Fighters** (who replied with a concert in the city of Cesena - IT) whose [video became viral on the net](#) in a few hours (more than 36 millions views all over the world), after 2016's **That's Live**, the [concert](#) that marked the birth of the Band, with a sold out in a stadium (14000 audience), and the production of *That's Live - The Biggest Rock Band on Earth live in Cesena 2016*, the [live album distributed by Sony Music Italy](#), the **journey continues at high altitude**.

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Rockin'1000 leaves the Romagna region to get to an unspoiled valley in Courmayeur, at the foot of the Mont Blanc massif, where a village packed with Rock initiatives and attractions will be built: an articulate schedule which will reach its peak in two different shows of the Thousand – the first one on Friday night, the latter in broad daylight on Saturday. For the first time, the audience will get the chance to attend also the rehearsals, thus getting a close up view on how the thousand musicians arrange the execution of some special songs – object of the official video – realized in a unique environment.

"It's going to be a two days - full immersion in the Nature and in the music that we love the most." **says Rockin'1000 General Manager Fabio Zaffagnini.** *"We want to attract musicians and enthusiasts from all over Europe and even further, make them feel the power of Rockin'1000: a crazy experience, that touches deep inside. Through Summer Camp, we want Rockin'1000 to confirm itself as a music ritual, capable of tearing down any kind of barriers. We want it to be fun, we want it to be unique, something to remember"*

The gathering will take place in an environment that is wild but easily reachable, thanks to the services provided by the municipality of Courmayeur.

"We liked their initiative since the very beginning, it is beautiful and engaging. - says Courmayeur Major Fabrizia Derriard - Thanks to Rockin'1000, we think we can convey the concept that mountains are a place where to meet and share, open to everybody. Through music, and its inclusive essence, we want to raise awareness among the general public of the wild and unspoiled beauty of our Val Veny, a unique and multifaceted place. Mountains are everybody's heritage, and everybody is free to experience it in different ways, as a sportsman, a musician, a mountaineer or a simple observer"

To crown this upcoming adventure, **an unprecedented format, that will make the experience even more engaging than before**, closing the gap between musicians and audience, thanks to a Rock village that will take shape in a dream place.

The idea behind it is **to melt musicians and audiences all together, make it impossible to separate the one from the other**, thanks to a program full of activities, and a setting up of

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many common areas, where to camp, play and dance around a bonfire so huge it's destined to become unforgettable.

The complete program will be communicated in detail in the next weeks

>>>>>>>>>>ROCKIN'1000 SUMMER CAMP - INFO

- Rockin'1000 Summer Camp, **July 28-29, 2017 in Val Veny - Courmayeur**, the two days where musicians perform
- **Musicians can apply** online at www.rockin1000.com. Those who pass the selection can confirm their presence starting from April 28. Once the number of 1000 musicians is achieved, candidates enter a waiting list.
- You can reach **early bird tickets** (€11 + pre-order fee, limited quantity) on the Ticketing page at www.rockin1000.com. Once early bird tickets are over, regular tickets will be available – €17 + pre-order fee (pre-sale), €22 (on location).
- **The entrance ticket is for the whole Summer Camp** (no daily tickets).
- There will be a shuttle service to Courmayeur - Val Veny (further information will follow)
- There will be a **parking area** to leave the car before taking the shuttle (entering the event area by car is forbidden)
- More info in the **Accomodation webpage** at www.rockin1000.com

ROCKIN'1000 SUMMER CAMP is an event curated and promoted by **Rockin'1000**, under the patronage of the **Courmayeur City Council**. **Main Partner:** Nastro Azzurro - **Main Media Partner:** Radio DEEJAY - **Network:** International Radio Festival
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www.rockin1000.com



Rockin'1000 is an unprecedented, like-no-other project, which took place for the first time on July 26th, 2015, at Parco Ippodromo in Cesena, where 1000 musicians played the song "Learn to Fly" (Foo Fighters) collectively. Video of that performance has reached over 37 million views to this day (and counting), being decreed as 2015 most watched video in Italy, and included on Facebook and Google "Best of 2015" lists. In 2016, the project evolves into a whole, full concert: "Rockin'1000 - That's Live", held at Stadio Manuzzi, Cesena, in front of a crowd of 14,000 paying spectators. In January 2017, Sony Music Italy released the concert album, currently being sold both in record stores and online. **List of awards:** 2017 - Silver Button YouTube / Coca-Cola Onstage Award (Best Event 2016) // 2016 - Tribeca Disruptive Innovation Award / Premio Social Network Award / Teletopi // 2015 - StartupItalia! Open Summit (Premio Social Innovation) / TeleTopi (Best Community). **Events and situations which have hosted Rockin'1000:** Milano Film Festival, Social Innovators Connected SIC!2015, Bea Festival, Lezioni Italiane - Unicredit, Youtube Pulse, TEDx, IF Festival, Mobile Era is On, Forum delle Eccellenze, RomagnaBanca 2017, Sharing Italy 2017, and so on.

Rockin'1000 - out of an idea by **Fabio Zaffagnini** (General Manager), developed with: **Anita Rivaroli** (Special Events Artistic Director); **Claudia Spadoni** (Executive Producer); **Martina Pieri** (Communication Manager); **Mariagrazia Canu** (Media Relation and PR Manager); **"Cisco"** (Sound Division Manager) e **Marta Guidarelli** (Ambassador Manager).

Courmayeur Mont Blanc - Located between Italy, France and Switzerland, at the foothills of Mont Blanc, Courmayeur is a place of sincerely hospitable tradition, capable of welcoming everybody with warmth, thanks to its sense of style which is 100% Italian. Courmayeur is the land of good food, incredible culture and breathtaking scenery. From shopping in the pedestrian center to the many restaurants in the area, from the villages around Courmayeur rich in history and tradition, to numerous sports activities, visitors can enjoy different experiences on a single holiday.

Courmayeur, enjoy Italy at its peak.

www.courmayeurmontblanc.it

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