

## PRESS RELEASE

Frankfurt, November 18<sup>th</sup>, 2020

### **#lauterwerden: German musicians play for crews behind the scenes**

- Telekom sponsors charity festival to benefit Crew Nation
- Die Fantastischen Vier, Peter Maffay, Joy Denalane and other artists play for a good cause on a mixed-reality stage
- Free livestream on MagentaMusik 360 and on MagentaTV's #DABEL programme on 12 and 13 December 2020

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The covid-19 pandemic has hit the live events industry hard. Stages that spotlight modern pop culture have been quiet since early March. Nobody knows how long it will last. Crews behind the scenes are particularly affected by the public health emergency. Many of them have lost their jobs from one day to the next. They include technicians, roadies, stage builders, caterers, security personnel, bus- and truck drivers.

“All of us live music fans have our concert tickets pinned to the fridge by a magnet and are just waiting for it to get going. Meanwhile, a lot of the service providers that produce these shows are falling on hard times as a result of the pandemic,” said Smudo of Die Fantastischen Vier. “Let’s get together and support those affected with this event, in the hope that we can soon take those tickets off the fridge and go out and have a good time again.”

Live Nation has been initiating the #lauterwerden charity event with the support of top German musicians including Adel Tawil, Die Fantastischen Vier, Fritz Kalkbrenner, Johannes Oerding, Joy Denalane, Milky Chance, Peter Maffay, Rea Garvey, The BossHoss and others as well as with the support of longtime partner Telekom. The event aims to support those who make concerts possible and have suffered financially as a result of the crisis.

“Without the many helpers, we can’t go about our business either. That is why it is now important to stick together, support one another and give hope. Together we show: nobody has to go through this alone,” explains Peter Maffay.

#lauterwerden will stream live for free on 12 and 13 December at MagentaMusik 360 and on the MagentaTV programme #TAKEPART. Visitors can also view the performances there afterwards on demand.

### **Artists are performing for no pay and music fans can help**

All artists perform without pay. Music fans can make a donation during the livestream event and help support teams behind the scenes. The events promoter Live Nation is in the process of founding a non-profit association for the purpose of collecting donations. The non-profit will distribute the proceeds to solo self-employed people in the industry who are in financial distress. Further support for the event comes via [“Ohne Kunst und Kultur Wird’s Still”](#), an initiative promoting awareness of arts and culture-sector workers affected by the pandemic.

### **Mixed reality stage**

All artists perform on a mixed reality stage first used for [Wacken World Wide XR-technology](#) makes livestream performances realer than ever. It creates an authentic concert feeling for musicians and audiences alike.

**Additional links and material:**

About #lauterwerden:

About Crew Nation: [www.crewnation.org](http://www.crewnation.org)

About Live Nation: [www.livenation.de/about](http://www.livenation.de/about)

About MagentaMusik 360: [www.magenta-musik-360.de](http://www.magenta-musik-360.de)

About MagentaTV: [www.telekom.de/magentatv](http://www.telekom.de/magentatv)

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