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WINNERS OF THE 2021 MUSIC CITIES AWARDS ANNOUNCED

The winners for the second global edition of the Music Cities Awards were announced during the virtual live ceremony on 9 November 2021.

250 global music cities professionals attended the 2nd edition of the Music Cities Awards Ceremony. Held as a fully virtual event featuring 30 award nominees from countries spanning New Zealand to Canada and from South Africa to Denmark, the Ceremony comprised ten talks, one for each award category, with the award winner announced at the end of each discussion.

The 2021 Winners are based in four continents, eight countries and ten cities, and include music travel operators, music events, city districts, live music portals, city councils and more.

The awards and winners are:

Award Winners

1. Best Use of Music in Towns and Cities (in partnership with Visit Macon): **Pueblos Blancos Music Festival (Spain)**
2. Best Initiative to Support Diversity & Inclusion in Music: **Kronendal Music Academy (South Africa)**
3. Best Initiative To Directly Support Musicians: **Musicians Fair Payment Policy, City of Hamilton - Tourism and Culture Division (Canada)**
4. Best Use Of Music To Drive Tourism: **Bach by Bike (Germany)**
5. Best Use Of Music To Support Sustainability: **Climate Fridays, Green Music Australia (Australia)**
6. Best Night Time Economy Initiative: **Bristol Rules safety campaign by Bristol Nights, Bristol City Council (UK)**
7. Best Use Of Music In Real Estate: **International Busking Day, Wembley Park (UK)**
8. Best Global Music Office: **Auckland UNESCO City of Music | Tāmaki Makaurau UNESCO Pā Puoro (New Zealand)**
9. Public Service Award For A Leading Music Cities Advocate: **Sarah Trahern, Country Music Association (US)**
10. Best Innovation to Support Musicians or Music in Cities: **Curbside Concerts (Canada)**

With the aim for the awards being to promote best practice and demonstrate the value of music to the world, Luke Jones, CEO of Music Cities Events, the awards producer, states "We're delighted with the success of the second edition of the Music Cities Awards. We received over 120 applications from twenty-one countries and five continents, and each application demonstrated how versatile and powerful music can be. Hosting the event virtually meant we were able to include all of our global nominees as well as a number of jurors in the live event, and we're already looking forward to the next edition. The information for the 2022 Music Cities Awards will be published in early 2022, with the list of awards, application process and a full new jury to be announced.

ABOUT MUSIC CITIES EVENTS

Music Cities Events organises world-leading international conferences on the topic of music cities, produces the leading international awards ceremony on music cities, and runs the Music Cities Community, the first-ever platform for professionals in all industries using music to create more value in towns, cities & places.

In everything Music Cities Events does it aims to showcase the best uses of music by individuals, organisations and cities all over the world.

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#MusicCitiesAwards