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**NOMINEES, LIVE VIRTUAL CEREMONY & HEADLINE PARTNER ANNOUNCED FOR
THE 2021 MUSIC CITIES AWARDS**

The ceremony will be held online on November 9th and will be accessible for free.

Government, music industry, civic leaders and global professionals from real estate, sustainability, health, education, tech, tourism and the night time economy will gather virtually on November 9th, 2021 for the second edition of the Music Cities Awards. The Awards, presented for the first time, in partnership with Visit Bentonville, will acknowledge and reward the most outstanding applications of music for economic, social and cultural development in cities and places all around the world.

"It's truly inspiring to see how people and organisations all around the world are using music to improve and develop their towns and cities, or to create more value for their organisations. This year's applications have ranged from tools to improve health, to long-term regional development plans that are based on music, to digital music museums. Our aim is to showcase these incredible initiatives so that more and more places and people understand the value of, and advocate for, music. We're also delighted to bring Visit Bentonville on board as the 2021 headline partner. Bentonville is an incredible example of a city that is successfully embedding music into its strategic growth plans". Luke Jones, CEO, Music Cities Events on the 2021 Music Cities Awards

The 2021 Music Cities Awards has already doubled in size compared to 2020, with over 120+ projects submitted from 21 countries and 5 continents.

The live ceremony will be held virtually on November 9th and will consist of ten short panel discussions, one for each award category, during which the nominees will present their

projects and winners will be announced. Registration for the event is free and open to everyone - [click to register](#).

There are a total of 10 Music Cities Awards spanning small to large city initiatives, tourism, sustainability, music offices & professionals, real estate and the night time economy. Two new categories were added to this year's edition in order to acknowledge the best uses of music to support diversity & inclusion, and to reward the best innovation to support musicians or music in cities.

2021 Music Cities Awards Categories & Nominees.

1. Best Use of Music in Towns and Cities (in partnership with Visit Macon)

- MUSiK - Year of Music 2023, Kirklees Council (UK)
- Pueblos Blancos Music Festival (Spain)
- Sidney Myer Free Concerts, Melbourne Symphony Orchestra (Australia)

2. Best Initiative to Support Diversity & Inclusion in Music

- Australian Women in Music Awards & Conference, Cicada International (Australia)
- Inclusive live music events, Handicapped Barrierefrei e.V. (Germany)
- Kronendal Music Academy (South Africa)

3. Best Initiative to Directly Support Musicians

- Makueni Recording Studios, Government of Makueni County (Kenya)
- Musician's Benefit Concerts, Piqua Arts Council (US)
- Musicians Fair Payment Policy, City of Hamilton - Tourism and Culture Division (Canada)

4. Best Use of Music to Drive Tourism

- Bach by Bike (Germany)
- Great Southern Nights 2020, Destination NSW (Australia)
- Strawberry Field (UK)

5. Best Use of Music to Support Sustainability

- Climate Fridays, Green Music Australia (Australia)
- Kokowanda Bay, Ruth and Emilia (US)
- Trash Gamelan, Wayang Sampah (Wangsa) (Indonesia)

6. Best Night Time Economy Initiative (in partnership with Visit Tulsa)

- Bristol Rules safety campaign by Bristol Nights, Bristol City Council (UK)
- Foundation of the YCK Laneways Precinct, YCK Laneways Association (Australia)
- Pilot Project Vienna Club Commission, mica - music austria (Austria)

7. Best Use of Music in Real Estate

- International Busking Day, Wembley Park (UK)
- Live Venue Recovery Fund, Grubb Properties / Dayna Frank (US)
- The Studio Row District, The Church Studio (US)

8. Best Global Music Office

- Auckland UNESCO City of Music | Tāmaki Makaurau UNESCO Pā Puoro (New Zealand)
- Music Victoria (Australia)
- Tulsa Office of Film, Music, Arts, and Culture (US)

9. Public Service Award for a Leading Music Cities Advocate

- Mark Roach, Auckland UNESCO city of Music | Tāmaki Makaurau UNESCO Pā Puoro (New Zealand)
- Sarah Trahern, Country Music Association (US)
- Stephen Mutuku, Government of Makueni County (Kenya)

10. Best Innovation to Support Musicians or Music in Cities (in partnership with Kirklees Year of Music 2023)

- Curbside culture delivery service, Curbside Concerts (Canada)
- Everything Is Music, Crack Magazine & Landmrk (UK)
- Low-Fi Concerts (Denmark/Sweden)

The 2021 Music Cities Awards jury includes:

- **Angel Igor Lozada Rivera Melo** - Coordinator of Extension and Cultural Diffusion, Cultura UDG (Mexico)
- **Angela Ndambuki** - Regional Director for Sub-Saharan Africa, IFPI (Kenya)
- **Ammo Talwar** - CEO, Punch Records & Chairman of the UK Music Diversity Taskforce (UK)
- **Hal Real** - Founder & President of World Cafe Live, and Co-Founder & Board Member of National Independent Venue Association & Foundation (USA)
- **Isabella Pek** - Head of Music Unit, Music, Kuala Lumpur City Hall (Malaysia)
- **Kirsty Rivers** - Head of Music, Australia Council for the Arts (Australia)
- **Pam Ford** - General Manager Economic Development, Auckland Unlimited (New Zealand)
- **Ricky Kej** - Music Composer & Grammy Award Winner (India)
- **Samm Farai Monro** - Creative Director, Magamba Network (Zimbabwe)
- **Silja Fischer** - Secretary General, International Music Council (France)

ABOUT MUSIC CITIES EVENTS

Part of the Sound Diplomacy Group, Music Cities Events organises the biggest global

conferences on the topics of music cities & music tourism, produces the international Music Cities Awards and runs the Music Cities Community, the first-ever digital platform for people in every profession and sector that are using music to create more value in towns and cities all over the world

ABOUT VISIT BENTONVILLE, THE 2021 HEADLINE PARTNER

Bentonville is an up-and-coming music destination with musical roots that run deep throughout Northwest Arkansas. If you're a songwriter, musician, touring band, entertainment entrepreneur, or just someone who loves live music - this New American Town and its vibrant music scene is the place for you.

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#MusicCitiesAwards