



## Press release

Bolzano, July 14<sup>th</sup> 2010

# 2010 Europeade: One week to go

**The biggest European folk dance and music festival is just around the corner. In one week, Bolzano hosts more than 5,500 dancers, singers and musicians coming from all over Europe. The last preparations for the 47<sup>th</sup> Europeade, the first edition taking place in South Tyrol, are in full swing. From July 21<sup>st</sup> to July 25<sup>th</sup>, the colourful costumes and dresses of the participants will paint the city in the most glowing colours.**

In just a few days, folk music, dance and celebrations will enliven the city of Bolzano. “The Europeade is a great folk festival, to which everybody is cordially invited”, says Monika Rottensteiner, president of the Local Organizing Committee. The Europeade has already been described as an exciting adventure. “One just has to assist at a Europeade, so don’t miss out on this European festival of friendship”, continues Rottensteiner. Preparations for the 2010 Europeade began back in 2007, when Dietmar Folie and Thomas Haberer took the initiative to bring this festival to Bolzano. “Now the time has finally come, and we are all looking forward to spending five wonderful days of music and dance with the South Tyroleans, the participants and the spectators alike”, says Dietmar Folie. True to the motto “United in diversity”, the Europeade is a platform of cultural exchange for the different cultural groups in Europe.

Since 1964, the Europeade festival has been held in a different European city every year. This summer, it is the first time for South Tyrol to host this unique event.

Some of the highlights of the 2010 Europeade are:

- the big opening ceremony, Thursday, July 22<sup>nd</sup>, 7:00 p.m., Palaonda stadium
- the European Choir Concert, Friday, July 23<sup>rd</sup>, 7:00 p.m., Auditorium Haydn concert hall
- the big Europeade parade of the 5,500 participants through the city, Saturday, July 24<sup>th</sup>, 5:00 p.m., followed by the Europeade Ball in Piazza della Vittoria
- the solemn church service, Sunday, July 25<sup>th</sup>, 10:00 a.m., Cathedral of Bolzano
- the closing ceremony, Sunday, July 25<sup>th</sup>, 4:00-7:00 p.m., Palaonda stadium

During the Europeade, there will be various dance and music performances in all districts of Bolzano on Thursday and on Friday from 10:00 a.m. to 5:00 p.m. and on Saturday from 10 a.m. to noon. For further information and the complete program please visit our website [www.europeade2010.it](http://www.europeade2010.it).