



14th PRG LEA on the 1 April 2019 in the Frankfurt Festhalle: Stefanie Heinzmann confirmed as first live act for the award ceremony gala

This year, the PRG Live Entertainment Award (LEA) presentation ceremony will be held for the 14th time. On Monday, April 1, 2019, concert and show promoters, managers, agents, and venue operators from Germany, Austria, and Switzerland will be honoured for their achievements over the past season. As usual, LEA guests can look forward to an opulently staged show at the Festhalle in Frankfurt am Main. The first live act is now confirmed: the Swiss pop and soul singer **Stefanie Heinzmann** will be performing. The 29-year-old, who has been in the business for more than ten years, has shared a stage with international musicians such as Lionel Richie, Joss Stone, and Tower of Power in the past. **Helmut Zerlett** and his band will once again be providing the musical setting for the gala in the Festhalle. LEA producer **Prof. Jens Michow** promises: "In addition to the tried-and-tested formula, the LEA will once again create new highlights this year and try to reinvent itself a bit. For example, **Jerry Appelt, bright!**, and **PRG** are working on a completely new stage design, in which PRG will present the latest developments in event technology."

Club Tour of the Year: from Swiss hard rock to children's pop

After nominations for three competition categories were already announced in January, the nominees have now been confirmed in four of the other 15 LEA categories. Six contestants are in the running for the German Live Entertainment Award for the **Club Tour of the Year**: **Undercover** has been nominated for the "Alles ist jetzt Tour" by **Bosse**, as well as **KKT – Kikis Kleiner Tourneeservice** for the "Kein Märchen Tour" by the children's music specialists **Deine Freunde**. **Bottom Row** is also up for this award for the second part of the "Defrosted Tour" by the Swiss hard rocker **Gotthard**. Also nominated are the agency **Der Bomber der Herzen** for **Rin** and his concert tour, **Selective Artists** for the "Sophie Hunger-Festspiele" as part of the "Molecules Tour" with **Sophie Hunger**, and the agency **Boldt Berlin** with **Live From Earth** for the "1220 Tour" by the Viennese hip-hopper **Yung Hurn**.

Local promoter: five candidates from three countries

This year's nominees in the **Local Promoter of the Year** category come from all three LEA countries. The agency **Arcadia Live** from the Austrian metropolis Vienna is competing against **Gadget Entertainment** from Zurich and three German candidates: in addition to the "locals" **Dirk Becker Entertainment** (Cologne) and **SKS Michael Russ** (Stuttgart), which have been established for decades, a new player operating in Freiburg and the surrounding area since 2017, **Vaddi Concerts**, has also made the cut.

Indoor venue/ Arena of the Year: Verti Music Hall already in the running

The LEA panel of judges has nominated five medium-sized concert and show venues in Germany, Austria, and Switzerland in the Indoor venue / Arena of the Year category: newcomers the



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Anschutz Entertainment Group, who just opened the **Verti Music Hall** in Berlin in autumn 2018, have earned their place among the nominees right off the bat. The other German LEA candidates in this category are **Mehr-BB Entertainment** with the **Mehr Theater** in Hamburg and **Köln Event** with the **Palladium** in Cologne. The **Messezentrum Salzburg** with the **Salzburgarena** and **Eventpark** with the **Samsung Hall** in Zurich are also contenders.

Collaboration of the Year: two nominations for Four Artists

An LEA will be awarded for the Collaboration of the Year again for the first time since 2013. **Hannover Concerts**, **Aida Cruises**, **Four Artists Booking**, and **Meyer Werft** have all been selected as award nominees for the big show for the christening of the new cruise ship **AIDAnova** in Papenburg, featuring a performance by star DJ **David Guetta**. **Four Artists** has also been nominated for their collaboration with **Spotify** on "**Modus Mio Live**", the live events in Berlin and Dortmund for the German rap playlist of the same name. Also nominated are **Live Nation Brand Partnership & Media** and **Penny Markt**, who organised a very special concert by the hip-hop band the 257ers in Hanover: the event was held a branch of the supermarket chain under the name "**Penny goes Party**".

Renowned partners support the PRG LEA 2019

The main partners of the German Live Entertainment Award are – in addition to the event technology supplier PRG (Production Resource Group), Prolight + Sound and the Musikmesse Frankfurt – the ticket distributor CTS EVENTIM as well as the city of Frankfurt am Main and the business development body Frankfurt GmbH. Further sponsors of the PRG LEA 2019 include accente, airtango, allbuyone, bright!, Eberhard, Raith & Partner, Elements Entertainment, eps, GEMA, GLP, Jerry Appelt, laserfabrik, the ÖVB Arena Bremen, PMS Crew Support, PPVMEDIEN, ŠKODA AUTO Deutschland, Ströer, as well as the event agency hi-life, which has supported the award as a partner since the very beginning.

Image materials, e.g. the PRG logo and the LEA trophy can be found at <http://lea-verleihung.de/medien/downloads/>

Contact details

Position – Public Relations GmbH

Katharina Ernst
Eifelstraße 31
50677 Cologne

Tel: 0 221 931 806 - 46

Fax: 0221 331 807 - 4

Email: katharina.ernst@kick-media.de



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