



ROOTSTOCK

THE MAGIC OF MUSIC AND WINE

SUPPORTING YOUNG MUSICIANS

ROOTSTOCK 2021 ARTIST AWARDS COMPETITION FROM MARCH 1 THROUGH MAY 31

BURGUNDY, FRANCE (March 1, 2021) – Following the success of the 2020 edition, ROOTSTOCK Music is proud to announce the launch of the 2021 Artist Awards Competition. From March 1 to May 31, 2021, young artists can apply by submitting their performances directly on the [website](#). 20 finalists will be selected from the applications to perform at ROOTSTOCK 2021 online July 10-11 and compete for five Artist Award Packages including 5,000 EUR to advance their careers, a mentorship with a music industry expert.

Each year, ROOTSTOCK brings together extraordinary musicians from around the world. Young artists get to meet veterans from the industry and perform in front of a broad community of music lovers. This is the ROOTSTOCK Mission. Throughout the past four editions, ROOTSTOCK has shone a spotlight on promising musicians from France (Téo, Mora Mora), the United Kingdom (Cloud Houd, Munay Ki Dub), Portugal (The Redbeds, Non Talkers), Brazil (Lienne), and Chile (Antes de Nacer).

“We are super proud of our role in helping young artists get started in their careers,” said Michael Baum, founder of ROOTSTOCK Music. “As a father of two young musicians, I understand the passion artists put into their work and the challenges they face making a career from their passion.”

This year, the ROOTSTOCK jury, composed of established musicians and music experts, will select 20 finalists among the Artist Awards applicants. The finalists will be added to the ROOTSTOCK 2021 Live Event schedule, alongside globally renowned artists. Audience members attending from around the world will choose the five Artist Awards winners through an online vote that will take place on July 10 and 11.

Music has a way of gathering us all. The full program and lineup for ROOTSTOCK 2021, including the 20 Artists Awards finalists, will be revealed between late March and early June 2021 on the [ROOTSTOCK website](#). Thanks to a new partnership with [VIVANT](#), ROOTSTOCKers will be able to join this year’s live performances and experience the magic of music and wine from anywhere in the world. More to come!



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About ROOTSTOCK Music

ROOTSTOCK Music is a non-profit association that started to celebrate the magic of music and wine. Our mission supports young artists just getting started in their careers through mentorship and financial support. Music and wine have a way of uniting us all. Today, more than ever, we must come together as one. In 2020 we expanded beyond our roots to a global audience of musicians and winemakers with 48 hours of original, non-stop music and online music & wine experiences. Proceeds from Wine & Music Tasting Kits and the generous support of our Sponsors fund the Artist Awards providing financial support and mentorship to young musicians building their careers.

For more information, visit www.rootstockmusic.com.

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ROOTSTOCK Association

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