



PROT#003

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PRESS RELEASE

POWERSTOCK FESTIVAL – a week-end mix of ecology and technology in a wind-farm with the participation of Jean Michel Jarre.

Scheduled for the 26th, 27th and 28th of July, the inaugural edition of Powerstock Festival, the first international music festival to be dedicated to sustainable development will kick-off with an exceptional concert by Jean Michel Jarre, also UNESCO Goodwill Ambassador for Youth and Renewable Energy.

The aim of the initiative is that of communicating environmental awareness in a cool way and present youth culture with models of a more eco-friendly lifestyle. The event is part of the DESD (Decade of Education for Sustainable Development declared by the UN and coordinated by UNESCO and enjoys the collaboration also of Green Cross, Italy (ONG founded by Mickael Gorbatchev) which will receive part of the proceeds.

As well as Jean Michel Jarre there will also be shows by a selection of performers from the electronic / pop scene such as Moby, Klaxons, The MFA, AlexKid, Black Strobe and Fennesz. There is also talk of a possible live show by The Prodigy.

Powerstock Festival, set in the suggestive location of Albanella wind-farm near Naples, is an event where ecology and technology will merge. The festival will offer its public three days of 'alternative energy'...

LINK WEB:

<http://www.powerstock.org>
<http://www.myspace.com/powerstockfestival>

REFERENTI MEDIA:

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