

## The Blues Heaven festival 2020 is canceled.

6th - 7th. November should have been a substantial 15th anniversary for Denmark's most prestigious and multi-award winning blues/soul festival, held annually in Arena Nord, Frederikshavn, but the festival organisers are sadly cancelling this years event.

Peter Astrup, from Blues Heaven comments on the cancellation:

*"Blues Heaven and Arena Nord are naturally taking the government and the authorities continued ban on large events seriously and this is why we have had to make this decision.*

*The festival this year would have been a different event than initially planned. During the summer, it became clear that it was impossible to present the 15 American bands booked earlier. Instead, 11 carefully selected award-winning bands from 10 different countries in Europe had been urgently arranged.*

*Usually, at Blues Heaven, there are 1,500 guests per day with acts appearing over 3 stages in previous years, but due to Covid-19, the festival was to be reduced to 1 stage only and run as a seated event with 500 guests. This sadly cannot be done now due to further tightening of closing times being set at 22.00. Also, many musicians and audiences from several different countries cannot enter Denmark without quarantine.*

*This cancellation also affects our business partners and all musicians, sound and light people who are already hard-pressed by the situation. Finally, it will also be difficult for Frederikshavn town, which will have to do without another of the area's largest international party and cultural events of the year. The festival normally attracts audiences from 17 different countries and all hotel rooms in the Northern part of Jutland are usually sold out several months ahead, so a huge blow to the local economy too".*

**Important notice for ticket holders:** All tickets can be transferred to Blues Heaven 2021 - or they can be donated to secure the festival's future, which will be an invaluable support - or you can get them refunded. Arena Nord will contact all ticket buyers. If you do not wish to transfer or donate your ticket then an answer must be given to Arena Nord before 26th October, 2020. Ticket buyers who wish a refund will be refunded their ticket price minus the ticket fee - please allow 30 days for all refunds. If you have not applied by October 26th, your purchased ticket will be donated to the festival's future.

For many music lovers, the festival is the musical highlight of their year. Blues Heaven is a recognised festival, which in 2018 was named "Best International Festival of the Year" by the French online magazine Zicazic and in January 2019, it was declared "2nd Best Festival in the World" by Polish magazine Twój Blues. Blues Heaven's organiser Peter Astrup also received 2018's newly created award "Hoochie Coochie Man of the Year" at the Danish Music Awards and in January 2020, Peter Astrup also received this year's "Keeping the Blues Alive" award in Memphis, Tennessee. This award is the highest accolade that can be given to a non-musician and has only ever been awarded 3 times previously, out with the United States.

Peter Astrup continues, *"On behalf of our organisation, I would like to say a big thank you for the support we have received since the announcement. A special thank you to our faithful guests who bought tickets for this year's festival in advance, your kindness means an incredible amount to us".*

The festival returns strongly with Blues Heaven 2021, which will happen 12th - 13th November and the sale of early-bird weekend and weekend VIP tickets are already opened at [www.bluesheaven.dk](http://www.bluesheaven.dk)

Weekend-ticket	DKK	790 / €106 (before January 5th)
	DKK	890 / €120 (before April 1st)
	DKK	990 / €133 (after April 1st)
VIP weekend	DKK	1.995 / €268 (before January 5th)
	DKK	2.145 / €288 (before April 1st)
	DKK	2.295 / €308 (after April 1st)

