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МЕЖДУНАРОДНЫЙ ВОЕННО-МУЗЫКАЛЬНЫЙ ФЕСТИВАЛЬ

INTERNATIONAL MILITARY MUSIC FESTIVAL “SPASSKAYA TOWER”

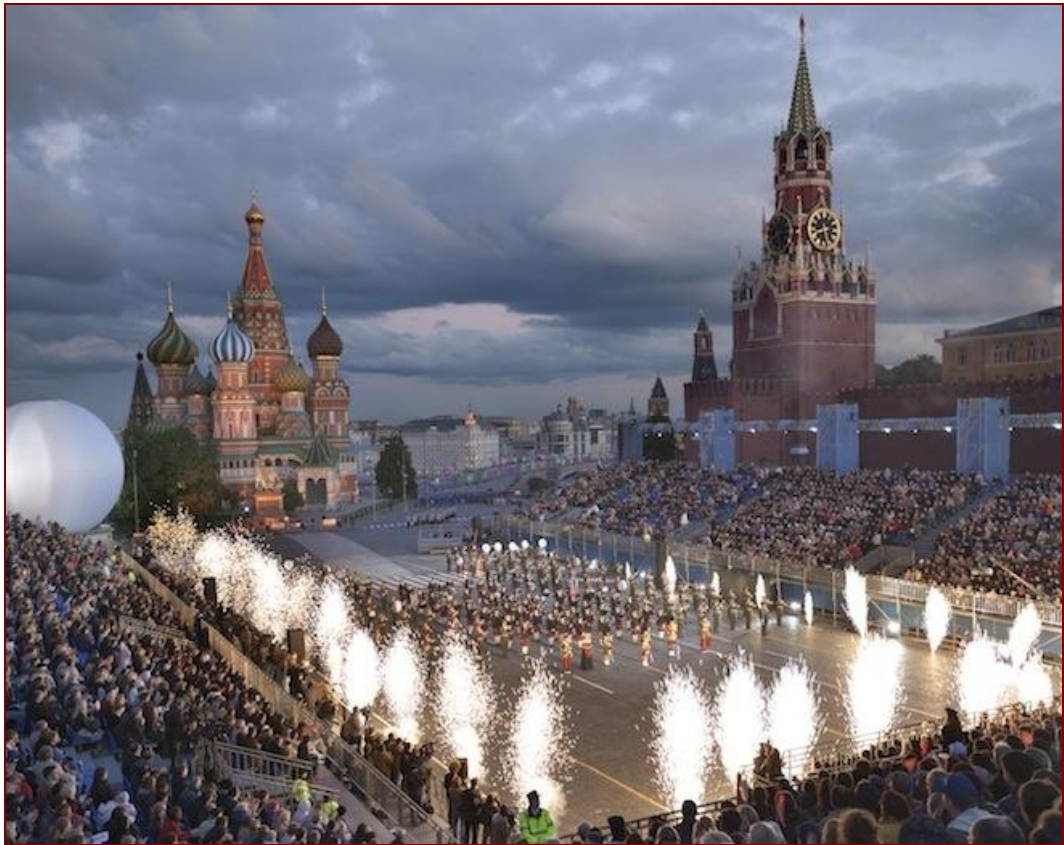


Moscow, Red Square



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ABOUT THE FESTIVAL



International Military Music Festival “Spasskaya Tower”- The parade takes place annually in the early September with the best Russian and international military orchestras performing together.



ABOUT THE FESTIVAL



The “Spasskaya Tower” Festival is organized in accordance with the order of the President of the Russian Federation and under the auspices of the Public Council, headed by the First Deputy Chairman of the State Duma of the Russian Federation, A.D. Zhukov.



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ПРЕЗИДЕНТ РОССИЙСКОЙ ФЕДЕРАЦИИ

05 сентября 2009 г.

№ Пр-2306

Москва, Кремль

Участникам и гостям
Международного военно-музыкального фестиваля
«Спасская башня»

Уважаемые друзья!

Рад приветствовать участников и гостей Международного фестиваля «Спасская башня».

Ваш творческий форум собрал в Москве лучшие военные оркестры мира. Каждый из них объединяет ярких, одаренных музыкантов, представляющих национальные исполнительские школы государств Европы, Ближнего Востока и Азии. Вам предстоит продемонстрировать свое мастерство и богатый репертуар на ведущих концертных площадках российской столицы, а главным событием станут выступления ваших коллективов на Красной площади.

Желаю всем участникам и гостям фестиваля «Спасская башня» успехов и всего наилучшего.

Д.Медведев

Dear friends!

We are pleased to welcome the participants and guests of the International Festival "Spasskaya Tower". Your creative forum has gathered the best military bands of the world here in Moscow. Each of them brings bright, talented musicians performing different national schools from national governments of Europe, Asia and the Middle East. You have agreed to demonstrate their skills and rich repertoire on the leading concert halls of the Russian capital and to perform the main event of your bands on the Red Square.

I wish all the participants and guests of the festival "Spasskaya Tower" success and all of the best.

Dmitry Medvedev



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ABOUT THE FESTIVAL



The festival is traditionally held during the City Day celebrations in Moscow and lasts for five days.

The "Spasskaya Tower" Festival - is the largest project ever arranged on Moscow's Red Square and one of the highlights of cultural life in Russia.



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ABOUT THE FESTIVAL



Owing to the festival, military musicians figure as the ambassadors of peace and mutual respect between people representing the diversity of national, artistic and military traditions of the planet.



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ORGANIZERS

The Festival is supported by:



Administration of the President of the Russian Federation



Government of Russian Federation



Defense Ministry of the Russian Federation



Ministry of Foreign Affairs of the Russian Federation



Ministry of Culture of the Russian Federation



Federal Protection Service of the Russian Federation



Government of Moscow



The direct organizer of the Festival is the Directorate responsible for the preparation and execution of the Festival "Spasskaya Tower" - a separate division of the "Guild of Purveyors to the Kremlin"



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PARTICIPANTS OF THE EVENT



More than 50 orchestras from 30 countries worldwide performed on the “Spasskaya Tower” festival at the Red Square.



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PARTICIPANTS OF THE EVENT



Each festival is attended by over a thousand musicians, soldiers and artists.



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PARTICIPANTS OF THE EVENT



The Music director of the International Military Music Festival “Spasskaya Tower” is the Head of the Military Band Service of the Armed Forces of the Russian Federation - Chief Military conductor, Honorable Artist of Russia, Lt. Gen. V. Khalilov

Mireille Mathieu



For two consecutive years, a special guest of the Festival "Spasskaya Tower" was the legendary French singer Mireille Mathieu, who performed on the Red Square, performing her famous worldwide hits such as «Le temps du Muguet» and «Non je regretted rien».



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GRAND RECEPTION AT THE KREMLIN



The festival, “Spasskaya Tower” involves receptions and unique classical music concerts held in the Kremlin with the participation of recognized international stars.

The Opera Concert "Great voices at the Kremlin."
The Kremlin, Moscow, September 6, 2009.



The performance of the stars of world opera: Anna Netrebko, Paata Burchuladze, Olga Borodina, Sergei Skorokhodov accompanied by the Russian National Orchestra.



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MAGNIFICENT RECEPTIONS AND CONCERTS

Gala Concert on the reception on behalf of the Public Council of the Festival “Spasskaya Tower”

Moscow, Kremlin, Big Kremlin Palace, September 5, 2010.



The Concert of violin music performed with the participation of the outstanding musician Pinkhas Zukerman, who played a concerto of Max Bruch's number 1 on the violin of Guarneri del Gesu dated 1742 accompanied by the Symphonic Orchestra of the St. Petersburg Conservatory, NA Rimsky-Korsakov.



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CHARITY PROGRAM



An important part of the Festival "Spasskaya Tower" is its extensive charity program, which provides:



royalty-free distribution of thousands of tickets to socially disadvantaged groups, as well as to youth institutions, schools of Moscow and the Moscow region (and other regions of Russia);



performances of Russian and foreign military bands at venues, parks and squares of the Moscow's City Day.



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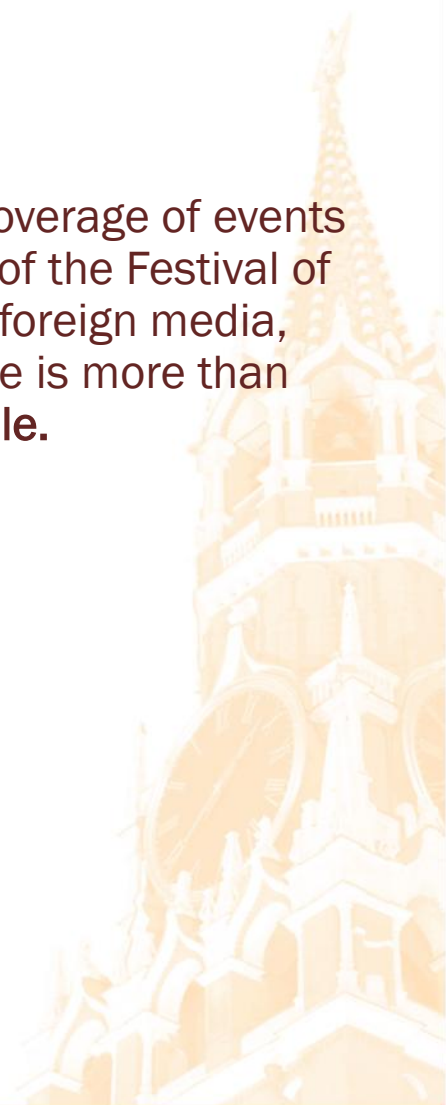
THE FESTIVAL AUDIENCE



The Daily audience of the Festival “Spasskaya Tower” at Red Square is around **7000 people**.



Given the wide coverage of events and perceptions of the Festival of the Russian and foreign media, the total audience is more than **100 million people**.





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MEDIA COVERAGE OF THE FESTIVAL



Each year the events of the Festival “Spasskaya Tower” is illuminated through: more than 20 news agencies, 30 TV channels, more than 60 publications and 10 radio stations.



Broadcasted and written: more than 500 messages on the news feeds of news agencies and Internet portals, about 100 television programs, more than 200 publications in print media, 300 radio reports.



In Russia a full TV broadcast of the Festival is shown on the channel Vesti 24, and on other channels in several foreign countries. A video version of the Festival is demonstrated on one of the Russian central television channels.



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ADVERTIZING AND PR-CAMPAIGN OF THE FESTIVAL



The preparation and conduct of the Festival "Spasskaya Tower" is accompanied by an extensive advertising and PR-campaign.



Virtually the entire spectrum of advertising media is involved in the festival's advertizing campaign: TV, radio, outdoor advertising, print media, advertising in the subway, the Internet. This happens with a focus on urban outdoor advertising.



The PR-campaign is not only based on information events associated with the Festival itself, but also with activities which precede it (presentations and press conferences), thus providing vast interest in the project from the very beginning of its preparation.

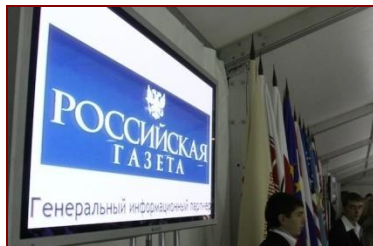


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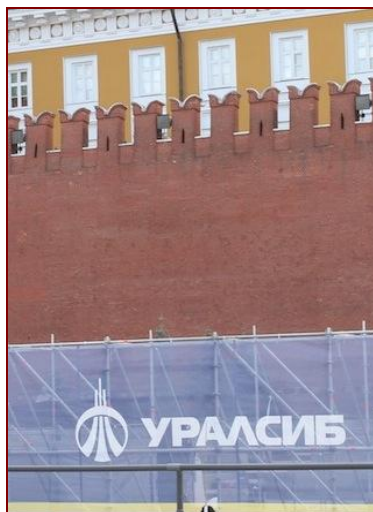
SPONSORSHIP



The budget of the International festival “Spasskaya Tower” is fully formed at the expense of sponsorship funds, provided by the largest Russian and foreign banks and companies.



An important role in the coverage of the festival is played by the informational partners of the event, such as: “Rossyskaya Gazeta“, “Izvestia”, “Arguments and Facts”, Culture on-line, Events, Mail.ru.



The sponsors and media-partners are provided a wide range of opportunities within the advertising and PR-campaign of the Festival. Thus, we have created the best conditions for the accumulation of the positive effects of the event on their own brands and ensuring their positioning on the highest basis of involvement in the Festival.



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THE DIRECTORATE OF THE FESTIVAL



The coordination and implementation of all the work on the preparation and execution of the Festival is carried out by the Festival Direction, which is a structural unit of the Guild of Purveyors to the Kremlin.

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all the necessary information for visitors and participants of the festival is available on a separate page on the website of the Guild of Purveyors to the Kremlin : <http://www.kremlin-guild.ru/kremlin-military-tattoo/>

and on the official festival website:
<http://www.kremlin-military-tattoo.ru/>