



## Listen to how the World Sounds

2<sup>nd</sup> Edition, Zürich, Switzerland, 9-19th June 2011

[www.internationalradiofestival.com](http://www.internationalradiofestival.com)

Zurich, Tuesday April 18 - The International Radio Festival (IRF) [www.internationalradiofestival.com](http://www.internationalradiofestival.com) returns for its second year from June 9th-19th at the Papiersaal in Sihlcity, Zurich, Switzerland. Festival partner, **SWISS International Airlines** will fly in over 30 of the most ground breaking and forward-thinking radio stations from across all four continents, to present over 50 specially commissioned radio shows, live on-air. Also featured -- a series of in-depth panel discussions featuring some of the world's most renowned radio faces. Each of the radio shows will be broadcast to a world-wide audience, giving listeners across the globe a rare opportunity to listen to how the world sounds.

Radio jockeys and stations confirmed to-date for this year's IRF include Normski, Karen Pearson Folded Wing for the British Council, Tony Prince, Larry Tremaine, Tony Blackburn, Emperor Rosko, Ed Stewart, Paul Burnett, Kerrang Radio, Urgent FM Belgium, Samurai FM Japan, Scanner FM for Sonar Spain, Radio P6 Denmark, M2O Radio Italy, Dublab, KCRW, and East Village Radio USA, amongst many others to be named soon. Ibiza, the silicon valley of the dance music industry, again takes an important presence at the festival where a 24hr line up of a who's who in Ibiza radio is showcased including Sonica Radio Ibiza, Ibiza Global Radio, Café del Mar's DJ Bruno, Ibiza Rocks Radio, Jon Sa Trinxà and Chris Coco. The festival also offers on-air media support to the International Music Summit, taking place in Ibiza 25th to 27th May this year.

Tony Prince, DMCWorld.com, London, UK offers his support saying "The International Radio Festival is a wonderful concept, a celebration of radio's global popularity. For a week, the IRF will showcase and celebrate the big wide wonderful world of broadcasting live from Zurich, Switzerland. It is with great anticipation that myself and a handful of the original UK pirate DJs will join the festival and share our memories and music from the days when the pirates ruled the waves.

As part of the festival programme the IRF is proud to announce that this year their guest country will be the **United Kingdom**, celebrating a rich and pioneering broadcasting history with particular emphasis on the UK's long standing pirate radio tradition. Further celebrating the international radio, all radio stations and programmes participating in this year's IRF are nominated for one of the **IRF ON-AIR Awards**.

"Whether you want to hear the latest Hip Hop tunes straight out of New York City, stay ahead of the curve on the world's leading club tunes from Ibiza, chill out to easy listening sounds from Belgium, or prefer to hear the story of how pirate radio brought popular music to Europe in the sixties, the annual IRF is the place to be and a musical experience not to miss," says Darryl von Däniken, of the organizers, who, along with partner Miguel Alvarez, will oversee the event.

Peter Ferraro, General Manager, East Village Radio, NYC, USA says, "We were part of the inaugural event in 2010 and were very pleased with how we were received by the international community. The IRF helped us pick up new listeners and users in all territories of the world. We're excited to be a part of this year's Fest and will be showcasing another one of our terrific shows on the world stage. Not to mention that Zurich is a beautiful city and the hospitality we were shown was top notch."

The IRF offers a unique window into how the radio industry works across the globe, so tune-in, or better still, visit one of the three festival studios between 9-19th June in Zurich, and be part of music radio history.

The 2<sup>nd</sup> edition of the International Radio Festival is kindly supported by



Get Involved Ltd  
131o Salisbury Rd,  
The Studio, London,  
NW6 6HG

T - +44 (0)207 604 2844  
F - +44 (0)870 420 4392  
E - [info@getinvolvedtd.com](mailto:info@getinvolvedtd.com)  
W - [www.getinvolvedtd.com](http://www.getinvolvedtd.com)

## The people behind the International Radio Festival

### Why a International Radio Festival?

Radio remains the world's most consumed medium and the biggest distributor of music. For ten days the IRF builds a fully equipped temporary studio within a 19th century old paper mill in the middle of Zurich, and flies in radio stations and their protagonists from all four corners of the world, offering them an international platform to meet and network with each other and showcase their best music shows and programmes, which are broadcast back to their home audiences, on the internet and on the festival's own FM frequencies covering the greater Zurich area, allowing local and global listeners the opportunity to "Listen to how the World Sounds", whilst the festival radio studio allows visitors a close up experience of music radio in the making. The International Radio Festival represents a world first in the history of music radio.

### Miguel Alvarez:

After graduating from film school in New York in 1993, Miguel returned to Zurich and successfully worked as a commercial film director for over ten years, directing TV commercials for national and international brands including Swisscom, Kambly, Council, Rivella, and Migros. In 2001 Miguel directed his first Spanish feature film "Mi casa es tu casa" which was celebrated at many festivals around the world. Since the mid-90s Miguel has been active in the world of international radio forming part of the successful city radio project Rundfunk.FM, now in its 10th year. In 2008, on behalf of the Swiss Federal Government, Miguel co-founded Radio11 to celebrate Switzerland's hosting of the European Football Championships, offering visiting fans the chance to follow the games on the radio and at various purposely built city locations across the nation. In September 2010, Miguel, together with Darryl von Däniken, launched the first ever International Radio Festival, the world's first such global forum dedicated to bringing together the worlds of music radio, and generating millions of listeners across the globe.

### Darryl von Däniken:

Darryl has been engaged in entertainment management for over 25 years, starting in the heady days of the 2nd Summer of Love and acid house explosion in the eighties, working with organisations such as Ministry of Sound and the International Emmy's, and brands including UDV, Heineken, Sony, Ford, & Vodafone. Following the successful launch in 2000 of the world's first winter residency for Ministry of Sound in the Swiss Alps, Darryl began building international strategic content partnerships for tillate.com, working together with industry partners such as WMC, SEEME, ADE, International Music Summit and Dance4life, supporting them with international media exposure. Darryl is a co-founder of EMSEE in South East Europe and acts as an international Ambassador for Dance4life, the organization dedicated to education the world's youth of the problems of HIV and AIDS. In September 2010, Darryl, together with Miguel Alvarez, co-founded the first International Radio Festival, the world's first such global forum dedicated to bringing together the very best in music radio programming.

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### *For further details please contact:*

#### **Organisers: International Radio Festival:**

Darryl von Däniken, [darryl@vondaniken.com](mailto:darryl@vondaniken.com), +41 789 101 345

#### **Switzerland: PR Fact Zurich**

Nathalie Hofer, [nathalie@prfact.ch](mailto:nathalie@prfact.ch), +41 43 322 01 10

#### **United Kingdom: Get Involved, London**

Katy Emami, [katy@getinvolvedltd.com](mailto:katy@getinvolvedltd.com)

Aidan Byrne, [aidan@getinvolvedltd.com](mailto:aidan@getinvolvedltd.com), +44 207 6042944

UK online, Bruce Hay, [bruce@getinvolvedltd.com](mailto:bruce@getinvolvedltd.com)

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**Get Involved Ltd**  
131c Salisbury Rd,  
The Studio, London,  
NW6 6RG

**T** - +44 (0)207 604 2944  
**F** - +44 (0)207 420 4392  
**E** - [info@getinvolvedltd.com](mailto:info@getinvolvedltd.com)  
**W** - [www.getinvolvedltd.com](http://www.getinvolvedltd.com)