

PRESS RELEASE

18th Edition of the Mawazine Festival - Rhythms of the World

Mawazine 2019, a total and historical success!

Record attendance and a global reach for the 18th edition of Mawazine!

Rabat, June 29th 2019: Unforgettable concerts, key moments, shared emotions and a new attendance record! For its 18th edition, under the High Patronage of His Majesty King Mohammed VI, Mawazine has once again exceeded all forecasts. Over 2 750 000 festival-goers came this year to celebrate the values of the festival and the music and to follow the performances of more than 200 artists present in Rabat and Salé!

This record attendance confirms the exceptional popularity of Mawazine and the international appeal of the festival. The event has indeed benefited from an impressive media coverage. It also confirms its place as the most popular musical event on the planet, the title of "No. 1" festival worldwide recently was awarded by the reference site Statista, a leading data provider in the world.

This new record also highlights the relevance of the Mawazine model and the unique place occupied by the festival today: open to all, free, unifying and carrying values. Also, the Maroc Cultures Association sends to the public and festival-goers its deepest thanks for their presence and the loyalty they have shown throughout the years!

For nine days, from June 21st to the 29th, 2019, Mawazine has had real key moments with the performances of artists from all over the world. This edition was an opportunity for singers and musicians to discover the exceptional passion they enjoy with Moroccans.

Because if they have praised the quality of the organization, the artists were also conquered by the extraordinary welcoming of the public. Each concert was an opportunity for hundreds of thousands of people to sing along their favorite celebrities.

Between the stars and festival-goers, intense moments were shared. Whether it is the American rapper Travis Scott and his audience at the OLM Souissi or the Black Eyed Peas, who delivered a unique performance and even attended several concerts including that of their compatriot Future. To end the festival in style, Maluma, like BigFlo & Oli and Future, brilliantly wore the Moroccan national team's jersey to support the Atlas Lions and the Moroccan people. At a concert that will remain in the annals of Mawazine's story, Maluma not only shed a tear but moved the hundreds of thousands of people who came to applaud him.

Enthusiasm was felt in all the different stages. Even at the intimate setting of the Mohammed V National Theater, where the Sister Sledge mingled with the audience in a fantastic moment of grace and communion. A nice tribute to one of their key titles, the hit song *We Are Family*, which resonated as the anthem of this 18th edition.

Without forgetting the Lebanese group Mashrou 'Leila, who performed one of the most anticipated concerts, to a sold out crowd.

Between ovation and apotheosis, the Moroccan artists lived unforgettable moments. In Salé, Manal, Hamid El Kasri, Fnair, Abdellah Daoudi, Zina Daoudia and Mustapha Bourgogne showed their immense talents. The public was present at every concert for all the Moroccan programming!

The meeting place for pan-Arab stars, the Nahda oriental stage has been seen different performances attended with the presence of many artists loyal to Mawazine: Carole Samaha, Myriam Fares, Elissa, Najwa Karam as well as Walid Toufic made a very strong impression! As for the closing concert, it was superbly performed by the great Hussain Al Jassmi. A performance of more than two hours, during which the voice of the United Arab Emirates paid homage to the national repertoire by taking over several Moroccan titles!

At the Bouregreg, the rhythms of the world were celebrated with the participation of great figures: from Kokoko to Youssoupha via Kery James and the surprising women's collective Les Amazones d'Afrique, which brought together eight of the greatest African voices including Mamani Keita and Angelique Kidjo. The young Koba LaD, only 19 years old, created the closing event and also proudly wore the national football team's jersey!

Another illustration of the popularity of Mawazine and its resonance beyond the borders of Morocco, the festival has been extensively covered by the international press. Over 700 journalists were present this year with the participation of the largest international media.

Very present on social networks, Mawazine was mentioned everywhere and occupied the first places of the trends topics in Morocco and elsewhere. All artists who participated in the festival used their accounts on Facebook, Instagram and Twitter to share the best moments of their concerts and stay in the Moroccan capital. Those were the real ambassadors who have demonstrated the emblematic success of the festival and its internationalization!

This 18th edition was also an opportunity for Mawazine to strengthen its partnership with Facebook. The event benefited from worldwide advertising on the social media platform. Thousands of concert videos were shared live by festival-goers, reaching a cumulative audience of billions of people on every continent.

With Spotify, and for the first time this year, Mawazine has also offered Moroccan artists the support of the number one streaming site. The platform offered them a dedicated space to make them aware of the promotions of their titles. A great opportunity to value our talents and export them all over the world!

Maroc Cultures wishes to thank all its partners, customers and sponsors, as well as the teams involved in the Association, the companies, the institutions and the authorities who worked in an exceptional manner for the success of this 18th edition.

Maroc Cultures would like to thank especially the security services that made this event possible in the best security conditions.

Thanks to everyone's involvement, Mawazine's success has been total and historical.

Useful information:

18th Edition of the Mawazine Festival – Rhythms of the World from June 21 to 29, 2019.

About the Mawazine Festival - Rhythms of the World

Established in 2001, the Mawazine Festival Rhythms of the World is the essential rendezvous for music amateurs in Morocco. With over 2.5 million festivalgoers for each of its last editions, it is considered the second largest cultural event in the world. Organized every year for nine days, Mawazine offers a rich and demanding program that mixes the biggest stars of the world and Arabic repertoire, making the cities of Rabat and Salé the scene of exceptional encounters between the public and renowned artists. Very committed to the promotion of Moroccan music, Mawazine devotes more than half of its programming to the talents of the national scene. Bearer of the values of peace, openness, tolerance and respect, the festival offers free access to 90% of its festival-goers, making the accessibility of the public an essential mission. It is also a major support to the regional tourism economy and a leading player in the creation of a real entertainment industry in Morocco.

About Maroc Cultures Association:

Created in 2001, Maroc Cultures is a non-profit organization whose main mission is to guarantee the public of the Rabat-Salé-Zemmour-Zaër region a cultural and artistic animation of a professional level worthy of the Moroccan capital. Echoing the fundamental values of His Majesty King Mohammed VI's development policy, Maroc Cultures concretizes this noble mission through the Mawazine Festival Rhythms of the World as well as organizing various events, multidisciplinary symposiums, art exhibitions and concerts.