Firestone Music Tour 2017 takes to the road

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This summer, Firestone is hitting the road to bring musicians and music lovers together, featuring appearances in June at Download in Leicestershire and Vantasival at Drogheda.

Keep calm and festival on!

Kim Henson tells more...

With so many different languages actively used across the continent, music is the one language that has the power to bring together people from different countries and cultures.

The Firestone Music Tour gives Firestone the opportunity to connect with music-lovers from across Europe via authentic music experiences.

Firestone will be bringing its range of tyres to life – and many music sponsorships – at Download in Leicestershire from June 9 to 11 and also Vantastival in Drogheda, Ireland, on June 3 and 4.

These are people of all ages who are said to share the same values as Firestone and want to live life to its fullest. With the Firestone Stage, Car-aoke Van and other activations, fans can come to the Firestone booth to discover new music, enjoy live performances and have fun with their friends.

The Firestone Stage gives artists, bands and DJs the opportunity to perform at a major European festival. The relaxed atmosphere allows these musicians to interact directly with a supportive audience.

In addition to branded transport, pit stops and merchandise giveaways, music fans can also hop in the renovated VW Bus and belt out their favourite karaoke tunes. Video footage and photo booth snapshots document each fan's two minutes of fame.

The Road to the Main Stage

This spring, Firestone is expanding its grassroots initiative to France, Germany, Poland and Italy. The project began two years ago in the U.K. with searching for, supporting and sending local musicians to the Main Stage. The best artists from local talent shows are rewarded with extra benefits, which vary from recording sessions and professional coaching, to a gig on The Firestone Stage at a major European festival.

In Spain, Firestone is organising local concerts with popular Spanish artists in cities throughout Spain. Known as "Ruta Firestone," these events are free to the public and tickets are exclusively available via Firestone's campaign site and social media channels.

Just as its tyres support drivers on the road, Firestone supports these rising talents on their Road to the Main Stage.

Music is in Firestone's DNA

"Supporting musical talents is deeply rooted in Firestone's DNA. Back in 1928, Founder, Harvey Firestone, brought together musicians and music-lovers on the 'Voice of Firestone', which gave known and unknown musicians a platform to perform on and an audience to perform for. This show was the first sponsored radio programme and quickly became the most successful entertainment broadcast of its time," explains Kasia van Balen, Firestone Brand Manager, Bridgestone Europe.

Join the tour

The third edition of the Firestone Music Tour will bring more music, more memories and more fun! Follow the tour on Facebook, Instagram and YouTube, discover our teaser video and learn more at www.musictour.firestone.eu!

Locations and dates, in chronological order:

Primavera Sound Festival (Barcelona, Spain – May 31 to June 4).

Vantastival (Drogheda, Ireland – June 3 to June 4).

Download Festival (Donington Park, UK – June 9 to June 11).

Hurricane Festival (Scheessel, Germany – June 23 to June 25).

Open'er Festival (Gdynia, Poland – June 28 to July 1).

Grøn Koncert (Denmark – July 20 to July 30).

Rock en Seine (Paris, France – August 25 to August 27).