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PRESS RELEASE

Groningen, October 12, 2015

AURORA announced as second winner of 2016 European Border Breakers Awards (EBBA) for pop, rock and dance music

This morning, at radio station NRK in Bergen/Norway, AURORA was announced as the second winner of the 2016 European Border Breakers Awards (EBBA), the European music awards for emerging artists.

AURORA is a singer-songwriter from Bergen, Norway. Aged 19, she has been writing songs for almost half her life, crafting dark pop music of rare depth. Her debut EP 'Running with the Wolves', released in May 2015, received widespread approval from online music blogs and national press.

The EBBA are about breaking down borders and recognising emerging European rock, pop and dance artists who achieved success in countries other than their own. These unique European music awards are funded under the European Union (EU) Creative Europe programme. With the EBBA, the European Union wishes to highlight the success of 10 debuting European artists in selling albums and touring outside their home territory.

From Adele (2009) to Milky Chance (2015), the winners of the EBBA represent the full breadth of European talent and diversity. Other previous winners also include Stromae, Emeli Sandé, Gabriel Rios, Hozier, Melanie De Biasio, Of Monsters and Men, Woodkid, Mumford & Sons, Caro Emerald, Lykke Li, Disclosure, Katie Melua, John Newman, The Ting Tings, C2C, Tokio Hotel, The Script, Zaz, Nico & Vinz, Saybia, Damien Rice, KT Tunstall, Alphabeat, Milow and Afrojack.

Europe's cultural and linguistic diversity is a strong part of its cultural appeal, but linguistic barriers sometimes make it harder for artists to work internationally and achieve cross-border sales success. The EBBA seek to help them overcome these obstacles.

To be eligible for the 2016 awards, the artists must have achieved border-breaking success with their first international release in Europe between 1 August 2014 and 31 July 2015.

Background

The winners are selected on the basis of data from Nielsen Music Control research, the European Broadcasting Union, EBU radio stations, and from festivals participating in the European Talent Exchange Programme.

The winners will receive their awards in a ceremony hosted by TV personality and musician Jools Holland at the Eurosonic Noorderslag festival in Groningen, Netherlands, on January 13, 2016. The ceremony will feature performances of the winning acts.

One of the winners will receive a Public Choice Award based on votes cast on the EBBA website from the end of November to Christmas. Up to 15 voters, chosen at random from different countries, will be invited to the award ceremony: each will be able to bring a friend and the prize includes their flight and hotel costs.

The EBBA, now in their 13th year, is organised by Eurosonic Noorderslag in partnership with the European Broadcasting Union (EBU), with support from Buma Cultuur, the Dutch Ministry of Education, Culture and Science, Province of Groningen, the City of Groningen and Music Week.

Note to the editor / not for publication:

EBBA website: www.ebba-awards.eu

Download: [Photo AURORA](#)

Download: [EBBA logo](#)

Download: [Copyright free photos of previous EBBA editions](#)

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The announcement of the 2016 EBBA winners can be followed through social media:

Facebook: [EBBA.Awards](#), [CreativeEuropeEU](#)

Twitter: [@ebba_awards](#), [@europe_creative](#)

Instagram: [Ebba_awards](#)

