



PRESS RELEASE

Nestlé extends its sponsorship of the Salzburg Festival until 2015

(Zurich, 5 October 2011) “For 20 years our commitment to the Salzburg Festival was primarily concerned with the sphere of educational programmes and encouraging young talent. In the years 2010 and 2011 the ‘Nestlé and Salzburg Festival Young Conductors’ Award’ presented talented young conductors, and the new organisation of the award promises to have an even more successful future. This is what has led us to extend our sponsorship commitment until 2015”, stated Peter Brabeck-Letmathe, president of the board of directors of Nestlé.

He went on to say, “The decisive criteria for our sponsorship commitment, which is of course constantly being re-evaluated, are the quality and innovative power of a festival, or rather an initiative which both partners are resolved to fulfill.”

Helga Rabl-Stadler, president of the Salzburg Festival, stated, “Nestlé is our most loyal sponsor. For 20 years we have put the motto ‘A shared passion for quality’ into practice. In 1991 it was Nestlé that gave us the funding for cheaper tickets for young people. It was Nestlé that opened up a new chapter in its commitment to young people at the Salzburg Festival by introducing the ‘Nestlé and Salzburg Festival Young Conductors Award’ in 2010. I should like to express my sincere gratitude for this.”

Educational programmes and encouraging young talent was always at the centre of Nestlé’s sponsorship commitment to the Salzburg Festival. Initially Nestlé made it possible to finance subscriptions for young people, a project which has continued for many years.



In 1990, when Gerard Mortier was artistic director, the idea of presenting a concert by the Attergau Orchestra Institute at the Salzburg Festival was born. Young musicians from all over the world had the opportunity to give a concert annually at the festival together with the teachers from the Attergau Summer Academy – renowned musicians from the Vienna Philharmonic – under the baton of a famous conductor. These included Riccardo Muti, Christoph Eschenbach, Mariss Jansons, Bobby McFerrin, Valéry Gergiev, to mention only a few, and they performed with the Attergau Orchestra Institute (directed by Professor Wolfgang Schuster) at the Salzburg Festival.

In 2010 the “Nestlé and Salzburg Festival Young Conductors Award” was given for the first time. The first prize-winner last year, David Afkham, was enthusiastically acclaimed at the prize-winner’s concert in Salzburg, and in 2011 he conducted at the official opening ceremony of the Salzburg Festival. This year’s prize-winner was Ainārs Rubikis from Latvia, who enthralled the audience with his conducting of the Gustav Mahler Youth Orchestra.

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