

SPOTIFY AND NIVA ANNOUNCE FEATURED SPOTIFY WRAPPED PARTNERSHIP TO HELP PRESERVE INDEPENDENT MUSIC VENUES ACROSS THE U.S.

#SAVEOURSTAGES

Dec. 1, 2020 – Today, Spotify kicked off its annual [Wrapped campaign](#) by unveiling the top artists, albums, songs, playlists and podcasts that defined how more than 320 million people around the world listened and discovered audio this year. For the first time, Spotify is sharing this unique listener experience through a partnership with the National Independent Venue Association (NIVA). As NIVA's 3,000 members anxiously await the passage of the Save Our Stages Act in Congress to preserve independent music venues across the country, Spotify is continuing to shine a light on their plight by taking over space on the marquees of more than 30 COVID-shuttered music venues and donating a total of \$500,000 to those stages and the NIVA Emergency Relief Fund. The NIVA Emergency Relief Fund was created to support America's most vulnerable venues and is intended to provide short-term relief for independent music venue owners and promoters on the precipice of eviction or permanently shuttering due to the COVID-19 shutdown. The fund is intended to work hand-in-hand with federal and local programs, assisting with the most immediate needs facing the country's independent venues and promoters and making it more likely that they will be able to reopen, fully, when it's safe.

"As 2020 draws to a close, the live music industry enters month nine of no shows, no income, no federal support, and ever-mounting debts. Music is what connects us all – as Spotify shows us, it's what helped our friends, our families and our communities get through this tumultuous year," said Stephen Sternsheim, co-founder / treasurer of NIVA, and managing partner of Heard Presents in Austin. "Everyone's favorite artists started somewhere, and we're immensely thankful to Spotify for helping us to tell these stories. The stories that artists like Bruce Springsteen, Lady Gaga, The Weeknd, The Strokes, and so many more began on the very stages that today are struggling to survive."

"In a year that has taken on so many twists and turns, a first reaction might be to look forward and forget the challenging times. However, that would discount all of the amazing work that creators, fans, venues and activists have poured their hearts into this year," said **Dan Brill, Global Group Creative Director at Spotify**. "That's why, instead of turning our backs on 2020, we wanted to give our appreciation for those who gave us hope – the people who, despite challenging circumstances, found ways to infuse magic into our world and give us hope for a better tomorrow."

The partnership will be rolled out across the next few weeks, beginning with the following artists and venues:

Alicia Keys	Riverside Theater, Milwaukee, WI
Lady Gaga	The Ritz Ybor, Tampa, FL
Childish Gambino	The Aladdin, Portland, Ore.
The Weeknd	The Orange Peel, Asheville, N. Carolina
Jessie Ware	Center Stage, Atlanta, Ga

Marquee photos can be found [HERE](#). The folder will be updated as more participating venues and artists are announced.

About NIVA

Formed at the onset of the COVID-19 shutdown, National Independent Venue Association (NIVA), now represents more than 3,000 members in all 50 states and Washington, D.C. These independent venues and promoters were the first to close and will be the last to fully reopen. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters and festivals throughout the United States. To learn more about NIVA's quest to gain federal funding for independent venues, visit <https://www.nivassoc.org/take-action>.

About Spotify

Spotify transformed music listening forever when it launched in 2008. Discover, manage and share over 60 million tracks, including more than 1.9 million podcast titles, for free, or upgrade to Spotify Premium to access exclusive features for music including improved sound quality and an on-demand, offline, and ad-free listening experience. Today, Spotify is the world's most popular audio streaming subscription service with 320m users, including 144m subscribers, across 92 markets.

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