



Photo: Chris Scott Pham (Y Seasons)

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## DEAR MEDIA PARTNERS, DEAR COLLEAGUES,

ANCHOR 2021 winner **Yard Act** (GBR) have succeeded in what many bands dream of: shortly after winning the ANCHOR – Reeperbahn Festival International Music Award, they went on tour in Europe and the US, played gigs at almost all major festivals, were guests on Jimmy Fallon and even teamed up with Elton John in the studio for a joint song.

The new **ANCHOR Follow up documentary**, which will be broadcast on the Reeperbahn Festival YouTube channel and is available to watch now, visited the 2021 winning act, **Yard Act** some 10 months after winning the ANCHOR award, and provides insight into the band's career.

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## ANCHOR FOLLOW UP DOCUMENTARY NOW AVAILABLE ON YOUTUBE

Since 2016, the **ANCHOR – Reeperbahn Festival International Music Award**, presented as part of Reeperbahn Festival, has served as a platform for up-and-coming acts to launch their international careers. At a time when the biggest challenge for young bands and artists is to get noticed at all in the flood of new releases, the ANCHOR not only supports newcomers, but also the music industry and fans: Being one of the six nominees chosen by a board made up of key figures from the international music industry is in itself both a mark of distinction and a hallmark of quality. And this is reflected in the prominent position occupied by the nominees in the festival line-up. The ANCHOR jury, likewise, comprising international members, attends the concerts of the nominees and selects the winner on Saturday evening as part of the ANCHOR Award Show – that much is known.

The ANCHOR Follow Up Documentary "YARD ACT on tour with the ANCHOR 2021 winner", takes a look at what the ANCHOR winners have done since winning. **Yard Act** (GBR) from Leeds played their very first shows outside the UK at Reeperbahn Festival 2021, and not only won a lot of new fans but also impressed the ANCHOR jury, who decided to give them the ANCHOR award. With the words, "they just blew us away!" ANCHOR jury president Tony Visconti explained the jury's decision in 2021, summing up the tremendous force of the quartet's post-punk sound. Ten months later, the ANCHOR film team accompanied Yard Act on a UK festival tour, reflecting with the band on the huge boost their career has seen since winning. All band members are now making a living from their music, their debut album reached number two in the British charts, they shared a song with Elton John in the studio, appeared as guests on Jimmy Fallon, toured twice in the USA and throughout Europe – major changes in the lives of the four young musicians, which the ANCHOR follow Up documentary follows at close quarters.

"YARD ACT on tour with the ANCHOR 2021 winner" can now be watched [here](#).



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