

*SwedesWorldwide is a nonprofit, independent organization founded in 1938. The organization represents the 660 000 Swedes who live outside Sweden and Swedish clubs and associations, Chambers of Commerce, Swedish schools and the Swedish Church Abroad. SwedesWorldwide work for Swedish expatriates' best by surveying, informing and influencing issues to get the best possible terms.*



Stockholm August 19, 2015

## **Max Martin is Swede of the Year Abroad 2015**

**The Swede of the Year Abroad 2015 goes to the music producer and songwriter Max Martin. The winner will receive the price at a ceremony at Grand Hôtel in Stockholm, August 19, 2015. Since 1988, the organization Swedes Worldwide annually honors a Swede for accomplishment to promote eminent actions to market Sweden internationally in culture, commerce, science, sports, and the humanitarian field.**

Max Martin, who lives in Los Angeles, is awarded the prize in 2015 with the motivation:

"Max Martin is assigned the Swede of the Year Abroad Award 2015 for his successful activities as an international music creator.

Max Martin, whose real name is Martin Sandberg, has created music that has been at the top of the world charts for over 20 years. This year, he had his 21th number one on the US Billboard chart, a position that is only surpassed by John Lennon and Paul McCartney. He has been awarded a Grammy and eight consecutive years been named Songwriter of the Year by the American music organization The American Society and Composers. He has so far had no less than 58 songs on the Billboard lists Top 10 and he has also been awarded a Swedish Grammy. Earlier this year he received the Swedish Government's Music Export Award. Max Martin has contributed to the musical successes for artists including Ace of Base, Britney Spears, Celine Dion, Bon Jovi, Backstreet Boys, Justin Bieber and Robyn.

Max Martin is a role model and representative of the Swedish music miracle. He was also involved in the remaking of the the Swedish National Anthem in a Volvo advertisement, which appeared all over the world, with the 2013 laureate Swede of the Year Abroad, Zlatan Ibrahimovic. Max Martin has through his musicality and creativity contributed to make Sweden more known in the world and is a very worthy recipient of the Award the Swede of the Year Abroad."

The Swede of the Year Abroad has in recent years been awarded Spotify, Zlatan Ibrahimovic, Anne-Sofie von Otter, Hans Blix, Annika Sorenstam and Peter Wallenberg.

**Journalists and photographers are welcome to attend the Price Ceremony.**

**Date:** Wednesday August 19, 2015  
**Time:** The Ceremony is planned to take place at 13.45 – press gathering in the Strömsalongerna at 13.30  
**Address:** Grand Hôtel, Södra Blasieholmshamnen 8 in Stockholm  
**Notification:** August 19 at 11.00 am at the latest to Ellika Nyqvist Livchitz [ellika@sviv.se](mailto:ellika@sviv.se)  
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