



SERIES MANIA ANNOUNCES REVISED DATES FOR 2021 EDITION

**Series Mania Festival to be held in Lille, France from August 26-September 2,
with the Series Mania Forum set for August 30-September 1**

PARIS & LILLE, FRANCE – February 12, 2021 – Having previously announced new dates for May/June of this year, Rodolphe Belmer, President of Series Mania, and Laurence Herszberg, founder and general director of Series Mania, today announced that given the COVID vaccination campaigns around the world which will only continue to expand and succeed, the Series Mania team has reached out to all of its partners and has now confirmed new dates for Series Mania 2021. Taking place in Lille, France, and the Hauts-de-France region, the Series Mania Festival will be held from August 26-September 2 with the Series Mania Forum set for August 30-September 1. The date of the Lille Dialogues, one of the most anticipated events of the Series Mania Forum which joins together major political decision-makers and leading industry executives, will be announced shortly. Series Mania Digital, the online platform which initially launched in March of last year, will complement the live event, especially for those who still may not be able to travel.

It was also announced today that the Call for Series for the Festival, and the Call for Projects for the Forum, which have already been announced has now been extended to May 10, 2021, given the revised dates.

“As the saying goes, ‘Third time’s a charm’,” commented Belmer. “We are beyond grateful to the Hauts-de-France region and the city of Lille who have worked tirelessly to help us secure these dates in August and September. Everyone involved is keenly aware of the importance of Series Mania as the place where television series begin, as well as the value of an in-person physical event. I cannot begin to thank everyone enough, and just as important, I can’t wait to welcome everyone to Lille.”

Series Mania New Dates

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“With these newly revised dates, we are confident that we will be able to once again focus on our original mission of bringing people together in a friendly, in-person, networking environment. And now, most of all, a safe and healthy environment thanks to the vaccine,” added Herszberg. “Of all industries, the entertainment business is first and foremost a people business and what better way to gather once again after many months of separation than to celebrate in Lille with face-to-face meetings, world premiere screenings, and much more. This is indeed the best way to make television and business happen.”

ABOUT SERIES MANIA

Based in Lille since 2018, Series Mania - Lille / Hauts-de-France has become the biggest event dedicated uniquely to television series in Europe. Its festival offers exclusive world premieres of the greatest international series on the big screen, giving its audience - up to 72,000 spectators - 9 days of discoveries, parties and masterclasses with some of the most renowned personalities in the series world.

At the same time, Series Mania welcomes 3,000 international professionals from the television industry at Series Mania Forum and Lille Dialogues summit. Two key events for networking and business are now extended online with the creation in 2020 of Series Mania Digital Forum.

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