



BIOGRAPHY:

DANCESTAR & MOBO AWARDS FOUNDER: **ANDY RUFFELL**



At the age of 14 Andy left school and began a highly successful career in BMX bicycle racing where he won the first official BMX race in the United Kingdom. Over the course of the next six years he toured the world competing in international racing and trick riding championships where he won a total of 5 UK Racing Championships, 4 UK Freestyle Championships, 3 European Racing Championships and The World Title. During this period he established several world records, at least one of which is still unbroken today and in 1984 received a Young Sportsman of the Year award from the British Minister For Sport.

Andy, 36, has also developed a significant career in television and presented 7 series over 4 years of the nationally televised BMX Beat on the UK ITV network as well as presenting the prestigious Kellogg's BMX Championship on Channel 4 for three years. He has appeared in over 400 TV programmes in the UK and around the world including two appearances on BBC Superstars and starring in various commercials for Kellogg's and Ready Brek.

Andy also founded and produced three major BMX and Skateboarding events including the European BMX Freestyle Championships and the world renowned 'Holeshot' event which brought together the world's best BMX riders and Skateboarders – a forerunner to the modern 'X Games' – all with international TV coverage.

In 1988 he decided to retire from competitive sport and developed his next career behind the camera as a producer at London's BiG Group Communications Agency. Over the next few years he produced a wide range of award winning entertainment programmes and documentaries around the world including Asia and North and South America for clients including British Airways, Cathay Pacific and Cunard Line.

In 1995, Andy undertook one of his greatest challenges when after a chance meeting with Kanya King they created and launched the MasterCard MOBO Awards – now one of the world's largest televised urban music events. Over the last 6 years, the event has become the fastest growing music awards in the world and is now seen by over 200 million viewers across the globe. Since launching The MOBO Awards, the parent company Boomfactory Ltd has grown to include TV Production, Publishing, Music and Internet divisions.

Ruffell is also founder and CEO of 'DanceStar' – a global dance music awards platform. It is an event concept developed across three continents with the first DanceStar show – 'The World Dance Music Awards' taking place on June 1st 2000 at London's Alexandra Palace. It was broadcast on the UK's Channel 4 network and various territories around Europe reaching over 100 million viewers worldwide.

March 2002 saw the launch of DanceStar USA – The American Dance Music Awards which took place at the prestigious Jackie Gleason Theatre in the dance 'Mecca' of South Beach, Miami. It became the most talked about event of 2002. The following 2003 show took place live on the sands of Miami beach and was seen in 54 countries across the world – almost 800 million people – the most watched dance / electronic music show in history...

The next challenge will be the launch of DanceStar Asia in Hong Kong, December 2004. The launch of this event will finally achieve Andy's goal of building DanceStar as the first music event platform to take place on three continents – USA, Europe and Asia.

He has now Produced or Exec Produced 14 world class televised award shows and over 50 other event, TV and video projects around the world in places as diverse as Kuwait, Hong Kong, Venezuela and mid atlantic on the QE2. Andy's events have featured some of the world's biggest names in music and entertainment including, 50 Cent, Destiny's Child, Tina Turner, P.Diddy, Diana Ross, Ja Rule, Lenny Kravitz, Juliette Lewis, Lionel Richie, R.Kelly, Dionne Warwick, Moby, Boy George, Bootsy Collins, BB King, Bono, The Edge, Fatboy Slim, George Benson, Kool & The Gang, Santana, Jay-Z and Tony Blair.

The future looks good for Andy Ruffell with his consultancy company advising US and European corporations on event development, he is an adviser to A3TV, a TV channel in south Florida which is about to expand across the USA, and has three new events in development with major US broadcasters including a Latin Version of DanceStar, The World Rock Awards and The World Urban Music Awards scheduled to take place in the USA in 2004/5. Andy now aims to base his operations in the USA and develop a new media operation encompassing Music, TV and Radio Projects.

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