



Press release, June 12, 2018

Helsinki calls for international help, proposes alliance with Tallinn in the name of metal music

In Finland, a tough competition is under way to see which city earns the global title of Capital of Metal. We already know that Finland has more metal bands per capita than any other country. Now, The Capital of Metal campaign is determining which Finnish city deserves to be known internationally as the Capital of Metal. As the end of the contest draws closer, the top places are occupied by two eastern Finnish locations: Lemi and Joensuu. This represents a significant challenge to the national capital, Helsinki. In response, it is reaching out with an international request for help. Helsinki proposes forming a double metropolis together with its neighbour across the Gulf of Finland: Tallinn, the capital of Estonia.

Helsinki's elected officials and its metal fans believe that Helsinki needs to up the ante in view of Eastern Finland's domination of the contest. To this end, Helsinki is asking Tallinn to join it and form a double city, **Hellinn**, allowing Estonian metal bands to lend Helsinki a hand.

"Helsinki is a focal point for metal fans everywhere, and it's the home of the Tuska Festival," says **Nasima Razmyar**, Helsinki's deputy mayor for culture and leisure. "We deserve the title Capital of Metal, but as is often the case, you attain success by reaching out to strategic partners. That's why we're suggesting teaming up with Tallinn. In this fierce contest, the strength of the greater Helsinki metropolitan area is coming up short against the leading duo of Lemi and Joensuu. We need an international boost."

As part of the new Hellinn region, Estonian bands would be able to visit the Capital of Metal website and join forces with their peers in Helsinki. This would also represent a step towards the long-awaited process of making the two cities into a unified region.

"Metal music knows no borders," says **Jussi69**, a mainstay of metal in Helsinki and a member of the band The 69 Eyes. "We believe that Tallinn's metal bands and fans will answer our call. Together we'll raise the flag of a new, double city – long live Hellinn! Long live rock, peace and love!"

Capital of Metal contest continues through June 20

Finnish bands can add their info to the Capital of Metal website through June 20. The organisers will announce the winner of the Capital of Metal title – the municipality with the most metal bands per capita – on June 21. If the heavy metal brothers and sisters of Estonia decide to heed Helsinki’s call and contribute their help, then bands from Estonia can also participate in the remaining phase of the campaign. The request is being submitted to the City of Tallinn and the Estonian metal community. Helsinki looks forward to hearing their response.

Fans of Finnish heavy metal around the world can participate by “liking” their favourite bands on the Capital of Metal website: www.capitalofmetal.fi. Participating bands and fans enter a draw for record shop gift certificates. Participants tagging Estonian bands to Hellinn on the website also have a chance to win a VIP trip to Tuska Open Air Metal Festival in Helsinki June 29 – July 1.

The Capital of Metal campaign is backed by the Ministry for Foreign Affairs of Finland, Sony Music Finland, Tuska Open Air Metal Festival, Musamaailma instrument and gear shop, Record Shop X and the cities of Helsinki, Joensuu, Jyväskylä, Kemi, Kuopio, Lahti, Lappeenranta, Oulu, Tampere and Vaasa – as well as all the other metal cities and towns of Finland, of course.

For further info:

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In this video, Helsinki Deputy Mayor Nasima Razmyar joins band member Jussi69 of The 69 Eyes in presenting Helsinki’s request for help from Tallinn and the Estonian metal community:

<https://drive.google.com/open?id=1DXbEhAwHfgLnIKqkymQKW13orxyUr272> (download, English subtitles)

<https://youtu.be/ty4oFhT6HWc> (Youtube, English subtitles)

<https://drive.google.com/open?id=13JJEyjbIXKcruJ6a9oxGFKSPw9PachYx> (download, Estonian subtitles)

<https://youtu.be/BA5n230TR5c> (Youtube, Estonian subtitles)

Photos and other materials (e.g. the Hellinn logo): www.capitalofmetal.fi/press