



THE GOSPEL MUSIC COMMUNITY



about us

You-Go!

- ...stands for lively young gospel music (**YOUth GOspel**)
- ...that's the founder and manager Jay (Dr. Jörg Berchem) and his team, who let gospel music become an unforgettable experience – with passion and great creativity
- ...creates a forum to experience contemporary gospel music independent from churches and specific denominations
- ...established its labels in Germany and beyond
- ...gets laymen, professional singers and musicians on one stage
- ...supports musical talents and gives opportunities to develop musical skills
- ...organises concerts, workshops, and the European Youth Gospel Festival
- ...maintains his own gospel choir, a gospel band and a gospel dance group
- ...cultivates international contacts to artists and choirs, and promotes gospel music in Europe
- ...could reach a large number of people who share their passion for gospel music within a short period of time
- ...operates his own internet radio station.
- ...uses modern media and social networks
- ...can be found on an increasing number of gospel and music related events



music as adventure

Gospel (= *good spell*) means „joyful message“. Independent from churches and denominations our music communicates a positive message in an emotional atmosphere that is characterised by freedom and tolerance.

Over many decades gospel music is loved by a vast number of people. This affection is free from short-lived trends. An increasing number of gospel choirs and concerts proves the growing attention.

Gospel music is associated with great zest for life, exuberance and emotions. It enjoys an exclusively positive image. In our workshops and concerts we free gospel music from traditionalism, and enjoy both old and new music styles.

developmental milestones

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| Okt. 2010 | The idea is born. |
| Nov. 2010 | Name and logo are designed. |
| Jan. 2011 | The You-Go! Ltd. is founded by Jay and John-Francis. |
| Apr. 2011 | first European Youth Gospel Festival in Cologne (Germany). |
| Jun. 2011 | first performance of the You-Go! Gospel Singers . |
| Okt. 2011 | You-Go! Praise Radio starts broadcasting. |
| Dez. 2011 | first You-Go! Innovation Meeting , London. |
| Jan. 2012 | first rehearsal of the You-Go! Gospel Celebration Choir . |
| Mai 2012 | foundation of the You-Go! Gospel Dancers . |
| Jun. 2012 | You-Go! Sommer Gospel in Cologne. |
| Jul. 2012 | Chesron Ledes from Rotterdam becomes choir master and vocal coach of You-Go! |
| Aug. 2012 | first You-Go! Gospel Music Practise (Cologne). |
| Feb. 2013 | You-Go! initiates the foundation of the Freundeskreis Gospelmusik in Europa e.V. / Friends of Gospel Music in Europe Association . |





You-Go! Summer Soul & Gospel is the only summer party with contemporary gospel music in Germany.



European Youth Gospel Festival is the only festival of its kind in Germany.



We are the young and groovy gospel choir, that is strikingly different.



audience and fans

Our events are marked by a high percentage of young visitors (18 to 28 years). But in general visitors of all generations like to join and enjoy the liveliness and youthfulness of our music, our workshops and concerts. Younger participants ensure young talent followers.

Creativity, curiosity, tolerance, joyful easiness and the interest in development and adventure are characters of our members and clients.

On stage and in the audience: international and multi-cultural encounter throughout all generations.

Visitors and participants testify: a **You-Go!** event remains memorable.



A clear label structure with attractive sub-labels, all designed in noble and bright layouts, guarantees high recognition value and unambiguous identification of all sub-labels with their family brand.

You-Go! is a label with many unique selling propositions and represents a positive image with a joyful message.



Starting 2013 the **European Gospel Award** is given to choirs and soloists. This is a very good sponsor opportunity to appear at one's best. Possibly a sponsor could not only add his logo, but could be part of the jury and get on stage during the public awarding.



our internet radio



our agency



our online shop



Freundeskreis Gospelmusik in Europa e.V. Friends of Gospel Music in Europe Association

The non-profit organisation supports the musical education of young gospel talents. Donations to the association are used for scholarships, artist's remunerations etc.

Once in a year the association awards the **Friends' Award** to a personality, who has distinguished himself by his commitment to gospel music in Europe.

Generous donors, award donors and sustaining members will be mentioned by name.

www.eurogospel.de





Ich wusste nicht, dass es so etwas tolles gibt. Tausend Dank. Noch jetzt laufen mir wohlige Schauer über den Rücken, wenn ich nur an Samstag denke. Was für Stimmen! Was für eine Power! Was für eine schöne Stimmung, die mich noch lange begleiten wird!



Vielen, vielen Dank für das tolle Gospel-event mit dem Hammerkonzert. Ich habe die Lieder immer noch in meinen Ohren und fühle den Spirit, der da gewesen ist. Gerne mache ich nächstes Jahr wieder mit.

Hi Jay. I enjoyed your country, your food, the tea and being a part of your festival. May God bless you in your efforts to promote the Gospel.



Als ich nach Hause schwebte, sah ich all die traurigen Menschen, am liebsten hätte ich ihnen erzählt, was ich gerade erlebt hatte.



Vielen lieben Dank noch einmal, dass ihr mir die Möglichkeit gegeben habt, ein so herrliches und inspirierendes Wochenende zu erleben und so viele großartige Menschen zu treffen, jeden auf seine Weise!



Ich bin sehr stolz dich zu kennen, Jay. Du hast so viele Menschen glücklich gemacht. You-Go! ist eine großartige Sache.

Unfassbar cool



I really had funnnnnnnnn.
Till next year



uplifting, fantastic, awesome



You-Go! waren die drei besten Tage in meinem Leben!



Ich muss sagen, ich bin immernoch voll positiver Energie und möchte mich nochmals herzlich bedanken, dass ich dabei sein konnte!



