



## THE “HISTORY ROCKS” PROJECT

*THE LARGEST GLOBAL MUSEUM CHARITY CAMPAIGN OF ITS KIND*

### ABOUT THE “HISTORY ROCKS” PROJECT

“History Rocks” is a unique charity project created by Sabaton, a globally acclaimed Swedish rock band, which has been developed to assist museums across the globe with gaining visibility and garnering support from a new and untapped audience of heavy metal fans. Known for its factual storytelling abilities and educational songs about historical events, Sabaton’s enormous fan base (over 100 million listeners annually) consists of people of all ages and nationalities who are very passionate about history.

Following years of hard work and research, Sabaton has created “**The War To End All Wars – The Movie**” in partnership with **Yarnhub**, an animation studio focused on historical content. This educational movie tells **World War I stories** and features music from the group’s latest album, “The War To End All Wars”.

Sabaton is reaching out to museums around the world, both big and small, inviting them to join this global project and open their doors to millions of Sabaton fans across the globe – as well as all individuals passionate about history – by screening this movie on their premises. With this film, the band’s mission is to shed light on the importance of museums as a place to learn important facts about the history of mankind. There is **no cost obligation** for those participating, and any revenue generated from this initiative goes straight back to the museums. Sabaton is a very motivated band that wants to give back to society by promoting education and history. Over the years, the group has collaborated with a number of individual museums. Now, following the making of this movie, the band strongly believes that it is more effective for it to be screened in museums spanning the globe than in cinemas, as this is an environment where Sabaton fans would really want to experience it. Sabaton will equip museums with the necessary creative assets (including videos, artwork, bios and press releases, as well as t-shirt designs for license free usage) to allow them to market and promote the event in the most effective way possible.

**Over 80 museums big and small in 27 territories** have already opted to take part in this unprecedented global movie premiere. The participation list is growing daily. Here are some examples of confirmed participants:

**AU – Army Museum of South Australia**  
**BR – Museu Militar do Comando Militar do Sul**  
**CA – THEMUSEUM**  
**DE – Festung Königstein**  
**DE – Garnisonmuseum Ludwigsburg**  
**ES – Museo Histórico Militar de Canarias**  
**FR – Musée des blindés de Saumur**  
**GB – Bovington - The Tank Museum**  
**GB – Royal Armouries Museum**  
**HU – Museum of Military History (Hadtorteneti Muzeum)**  
**NL – Nationaal Militair Museum Soesterberg**  
**RS – Narodni muzej / National Museum Belgrade**  
**SE – Arsenalen Tank Museum**  
**US – National WWI Museum and Memorial**  
**US – Military Aviation Museum**

To view the full list of participants, visit <https://movie.sabaton.net/>

## **HOW DOES PARTICIPATION BENEFIT YOUR MUSEUM?**

Your museum will be part of an unprecedented global history campaign.

You will be able to target a new audience made up of millions of Sabaton fans who are passionate about history and will want to watch the movie on your premises.

Not only are there no charges involved, but the movie will be provided to you royalty free and any revenue made will be yours to keep. A website has been built where all participating museums are listed so Sabaton fans can easily locate the closest museum to them. Adding to this, all participating museums will be promoted on Sabaton's social media channels.

## **WHEN WILL THIS HAPPEN?**

Between November 4-19, 2023. These are the two weeks surrounding November 11 – the 105th anniversary of Armistice Day. Screening dates are flexible and it is at your discretion to decide when and how many you would like to organise. There is no limit to screenings in this given time frame.

## **WHO CAN PARTICIPATE?**

Sabaton is reaching out to museums spanning the globe with a special focus on military and history museums. All are welcome and no museum is too big or too small, as long as it has the appropriate space and audio/visual facilities to screen the movie. If you wish to team up with another location/entity for your screening, this is also possible, provided your museum is the official host. Your screening can be a standalone event or can be linked to WW1-related exhibitions/campaigns. This is your decision to make.

## **WHAT IS REQUIRED OF YOU?**

We expect you to present the movie to the audience in the best possible way – in a screening room with seats and the appropriate audio/visual equipment to guarantee viewers a pleasant experience. We expect you to charge standard museum entry fees (if applicable) for this initiative and refrain from adding additional charges unless it's to cover an extra cost such as flying in veterans, actors or teaming up with a location for screening. The revenue made stays with your museum to preserve historical culture.

We expect you to document the event with videos and photos and deliver this material to Sabaton to use freely. This should include footage of the outside and inside of the museum and of the event.

Visitor reactions to the event would be considered a bonus.

You can be as creative as you like with this initiative. Use your passion for history as well as your imagination to make this event special. Sabaton will not interfere with the ways you wish to announce, coordinate, and execute this event.

# THE WAR TO END ALL WARS

## THE MOVIE

### ABOUT THE MOVIE

Sabaton is proud to present “The War To End All Wars – The Movie”, created in a collaboration with Yarnhub Animation Studios. This is a 67-minute long musical motion picture which features songs from Sabaton’s 10th studio album, “The War To End All Wars”. The movie vividly tells the stories of World War I, granting viewers a better understanding of what the songs on the album were written about. It is a musical and historical adventure covering various topics.



“The War To End All Wars” movie is a cohesive, thought-provoking and emotionally charged piece, with a heavy focus on storytelling. A lot of research and effort has been put into it to ensure it depicts history in the most accurate way possible.

The “History Rocks” project is a nod to the happenings of the First World War and signifies the end of Sabaton’s chapter on World War 1 before the band explores new historical timelines.

The movie will be released in English but will be made available with multiple subtitles that will suit your audience.

**It will be delivered digitally via a download link well before the event.**

**TRAILER:** <https://www.youtube.com/watch?v=G2m4rP4w-gg>

## ABOUT SABATON

Founded in 1999 in Falun, Sweden, Sabaton is a five-piece rock band that is world renowned for its fact-based music about history. The group has over 3 million monthly listeners on Spotify alone as well as millions of social media followers spanning Facebook, Twitter, Instagram, TikTok and YouTube. It prides itself on its dedication to telling history from a non-political and unbiased standpoint, and covers subjects including but not limited to WW1, WW2 and the Swedish Empire. Considered one of the most hardworking bands in the industry, this group is self-managed, tours the world annually and has acquired top billed spots at some of the world’s biggest music festivals. Over the years, the band has been awarded an impressive collection of gold and platinum album accolades in various countries.



Not only does Sabaton make music about history, but the band also releases educational animated videos on its main YouTube channel ( <https://www.youtube.com/@Sabaton> ) and well-researched

documentaries on its Sabaton History channel ( <https://www.youtube.com/@sabatonhistory> ), with the help of historians and researchers. Sabaton's official website ( <https://www.sabaton.net> ) also features a historical calendar with detailed articles about the story behind every song. The historical material Sabaton releases is often used as a teaching tool in educational institutions, as an alternative method of learning.

In early 2023 it was announced that Sabaton would be the recipient of The Swedish Skeptics Association's prestigious "Enlightener of the Year Award 2022". This accolade is an annual title that began in 1987. It is traditionally presented to academics, authors, journalists and media outlets that go above and beyond what is expected in order to educate people. The association hand-picked Sabaton specifically for its ability to deliver factual content and expressed that the band stands out from its contemporaries and peers in the music scene for its dedication to giving truthful, historical accounts with the assistance of qualified historians and experts.

## TESTIMONIALS

***President of the Swedish Skeptics Association, Pontus Böckman:***

"Sabaton combines its artistic work with public education in a unique way. In a world where we are inundated with fake news and conspiracy theories, fact-checked information is delivered from the last place many would expect – a heavy metal band."

***Gothenburg Aviation Museum, Aerozeum, Mattias Isaksson:***

"For our "Aviation History" project and our ambition to include audio and visuals into our exhibitions, we discovered Sabaton and Yarnhub's video of the Night Witches. From there came the idea to make dioramas with film and Sabaton music, and our visitors have enjoyed this combination!"

***Music teacher (class 6), Bergvretenskolan, Patrik Ohlsson:***

"For a project, my students were tasked with analysing the songs from Sabaton's latest album, and the response was great. The students learned a lot and were very engaged."

***Vice President of Education and Interpretation, WWI Museum and Memorial (Kansas, US), Lora Vogt, National:***

"Certainly, there is artistic licence taken in the movie, but what I found so extraordinary was the team's choice of stories. What a wonderful vehicle Sabaton has made to show the diversity of individuals and engagements of the war. Really fantastic! We look forward to sharing it with our audiences."

## HISTORICAL SIGNIFICANCE OF “THE WAR TO END ALL WARS – THE MOVIE”



Below are the historical events and figures mentioned in Sabaton’s animated film, “The War To End All Wars – The Movie”. For each topic, more information regarding the event is provided, along with the connected Sabaton song and Sabaton History episode on YouTube. The Sabaton History episodes provide extensive information on each event and provide insight into the idea behind writing the song.

### **The Battle of the Yser (1914) - Belgium**

The Battle of the Yser, which took place during World War 1, began on October 16, 1914. The Entente and the Belgians successfully crushed the Germans’ hopes of continuing the Schlieffen Plan. Each attempt was foiled by entrenched machine guns and artillery, as well as by the deliberate flooding of the Yser Canal, which affected the German trenches.

**Sabaton song:** “Race To The Sea”

**Listen to the song:** <https://music.sabaton.net/RacetotheSea>

**Sabaton History Episode:** <https://www.youtube.com/watch?v=lfZACJ0LOgg>

### **Milunka Savić (1888-1973) - Serbia**

A celebrated Serbian war hero, Milunka Savić is one of the world's most decorated female combatants who fought in both Balkan Wars and World War 1. She is known for cutting off her hair and changing her appearance to look like a man in order to take her brother’s place in the army.

**Sabaton song:** “Lady Of The Dark”

**Listen to the song:** <https://music.sabaton.net/LadyoftheDark>

**Sabaton History Episode:** <https://www.youtube.com/watch?v=jW2gcOIhxhU>

## **The Christmas Truce of 1914 – The Western Front**

An act of trust during World War 1, on December 24, 1914, an unofficial Christmas Truce was enforced on the Western Front. British and German soldiers united, mingled and even played games together - a rare but magical moment of peace.

**Sabaton song:** "Christmas Truce"

**Listen to the song:** <https://music.sabaton.net/ChristmasTruce>

**Sabaton History Episode:** <https://www.youtube.com/watch?v=LJq64dF5ZfQ>

## **First Stormtrooper unit authorised on the Western Front (1915) – France**

The Stormtroopers were specialist soldiers of the German Army who used precise infiltration tactics to target their enemies during World War 1. During their assaults they would apply a deadly mix of shock, surprise and ultra violence.

**Sabaton song:** "Stormtroopers"

**Listen to the song:** <https://music.sabaton.net/Stormtroopers>

**Sabaton History Episode:** <https://www.youtube.com/watch?v=YiGKCtoeFsg>

## **The HMS Dreadnought – North Sea**

In 1906, the HMS Dreadnought was officially launched at sea. This mighty battleship was armed with greater speed, greater range and larger guns than any other vessel. It sparked a global naval arms race.

**Sabaton song:** "Dreadnought"

**Listen to the song:** <https://music.sabaton.net/Dreadnought>

**Sabaton History Episode:** <https://www.youtube.com/watch?v=14HwpXli6kA>

## **Sir Adrian Carton de Wiart (1880-1963) – Coast of France**

A man with war in his blood, Sir Adrian Carton De Wiart was of Belgian heritage but fought for the British Empire during World War 1. Throughout his stints at war, he was injured multiple times, and despite the severity of his wounds, survived. He became known as the 'man who could not be killed'.

**Sabaton song:** "The Unkillable Soldier"

**Listen to the song:** <https://music.sabaton.net/TheUnkillableSoldier>

**Sabaton History Episode:** <https://www.youtube.com/watch?v=NpR1pgjDA74>

## **The Battle for the Col di Lana Summit (1916) – Mount Marmolada**

At 23:30 on April 17, 1916, the Italians, who were up against the Austro-Hungarian Empire, detonated 5,000kg of Nitro-Gelatine. Around 200 Austrian soldiers were killed in the explosion and the following assault, and the Italians secured the Col di Lana summit.

**Sabaton song:** "Soldier Of Heaven"

**Listen to the song:** <https://music.sabaton.net/SoldierOfHeaven>

**Sabaton History Episode:** <https://www.youtube.com/watch?v=UZ4CJ9f-JEc>

## **The Battle of Doiran (1917) – Macedonian Front**

During the Battles of Doiran (in 1916, 1917 and 1918), the Bulgarians tenaciously defended their well-prepared positions against British troops. Three times the attackers went up against the lines and three times they were beaten back.

**Sabaton song:** “Valley Of Death”

**Listen to the song:** <https://music.sabaton.net/TheValleyofDeath>

**Sabaton History Episode:** <https://www.youtube.com/watch?v=ywzx6c80UdY>

## **The USA’s Harlem Hellfighters assigned to fight in WW1 (1917) - France**

On April 8, 1917, the 369th Infantry Regiment, known as the USA’s Harlem Hellfighters, was called into Federal service at Camp Whitman in New York. There, they learned basic military practices to prepare for what was to follow. Less than a year later in 1918, the regiment was assigned to fight in World War 1 alongside the French army. They also fought in World War 2. The brave Harlem Hellfighters were mainly African American and Puerto Rican soldiers, and they were not allowed to fight alongside the ordinary American soldiers.

**Sabaton song:** “Hellfighters”

**Listen to the song:** <https://music.sabaton.net/Hellfighters>

**Sabaton History Episode:** -

## **CONTACT**

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