

‘Telefónica 100 Live’, the Centennial Concert at the Santiago Bernabéu



PUBLISHED APR 16, 2024
BY [TELEFÓNICA](#)

Telefónica today announced ‘Telefónica 100 Live’, a concert that will take place on Saturday, May 18 at the Santiago Bernabéu stadium and will be the big event celebrating its 100th anniversary for employees and their families, shareholders and customers.

The event, organized with the promoter Live Nation, will feature performances by Alejandro Sanz, Hombres G and the Malaga singer Ana Mena, as well as other guest artists. Both Alejandro Sanz, one of Spain’s most internationally acclaimed solo artists for the last three decades, and the Madrid band Hombres G, which is celebrating 40 years on stage, have accompanied Telefónica in its musical career and are now reuniting with the company in this unique event.

The concert will begin at 6:30 p.m., although the doors will be open from 5:15 p.m., and will last for five hours.

Telefónica wants to celebrate its first 100 years with its employees, and also with its shareholders and customers, who will have exclusive access to the purchase of tickets until full capacity is reached, and with a maximum of four tickets per person, from April 23rd at 10:00 am. The purchase of tickets will be made through the Centennial website:

www.telefonica100.com/concierto

Tickets for the concert will have a symbolic price of 25 euros and all proceeds will go entirely to twenty organizations that have been developing social projects with Fundación Telefónica for years, in addition to sharing activities with the Telefónica Volunteers network and relying on technology to implement their projects. They are: Aldeas Infantiles, Red Cross, Asociación Española contra el Cáncer, Mensajeros de la Paz, Fundación José María Llanos, UNHCR ACNUR, Fundación Apsuria, Fundación Numen, Save the Children, Zubietxe,

Fundación Baila, Fundación FDI, SEO Birdlife, Fundación Bobath, Fundación Tomillo, Special Olympics, Creática, Fundación Inocente Inocente, Médicos del Mundo and World Vision.

Press release distributed by Wire Association on behalf of Telefónica, on Apr 16, 2024. For more information subscribe and [follow](#) us.

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