



P.O. Box 685289 | Austin, Texas | 78768
T: 512.467.7979 | F: 512.451.0754
sxsw.com

PRESIDENT OBAMA AND FIRST LADY MICHELLE OBAMA TO SPEAK AT SXSW 2016

First Appearance at the Internationally-Recognized Event in Austin, TX for President Barack Obama at SXSW Interactive and First Lady Michelle Obama at SXSW Music

AUSTIN, TEXAS (March 2, 2016) -- South by Southwest® (SXSW®) is honored to announce President Barack Obama will appear as part of a Keynote Conversation at SXSW Interactive on Friday, March 11 and First Lady Michelle Obama will be the opening Keynote at SXSW Music on Wednesday, March 16. This marks the first time in the 30-year history of SXSW that a sitting President and the First Lady have participated in the event, which is known for showcasing the most innovative ideas and creative talent of our time.

Over the past 30 years, SXSW has become the premier destination to discover game-changing new technologies, films, and artists while networking with some of the brightest minds where ideas and topics converge to unite all industries and cultures.

President Obama will sit down with Editor in Chief of *The Texas Tribune* Evan Smith for a conversation about civic engagement in the 21st Century before an audience of creators, early adopters and entrepreneurs who are defining the future of our connected lives. The President will call on the audience to apply their ideas and talents to make technology work for us – especially when it comes to tackling big challenges like increasing participation in the political process and fighting climate change. In the lead-up to the event, *The Texas Tribune* will also source questions for the discussion from its online audience.

First Lady Michelle Obama comes to SXSW Music to discuss the [Let Girls Learn](#) initiative, which aims to break barriers for the 62 million girls around the world who are not in school today, more than half of whom are adolescent. The SXSW Music Conference brings the global music industry together and offers the perfect platform to celebrate Women's History Month, as the First Lady provides her call to action to support girls' education.

"I can't imagine a better way to celebrate our event's 30th year than to welcome both the President and First Lady to SXSW," said SXSW Co-founder Roland Swenson. "As each new generation comes up at SXSW they look for ways they can be of service, and

it's important to reflect and support that message. President and Mrs. Obama's visit here will inspire attendees to that purpose."

President Obama's appearance is open to all SXSW Interactive, Gold, and Platinum registrants.

First Lady Michelle Obama's event is open to all SXSW Music, Film, Gold, and Platinum registrants.

More details regarding location, time, streaming, and access to both events will be announced in the coming days.

About SXSW

The South by Southwest® (SXSW®) Conferences & Festivals offer the unique industry convergence of music, film, and emerging technologies. Fostering creative and professional growth, SXSW is the premier destination for discovery. The event is a launch pad for innovative content with new media presentations, music showcases and film screenings providing exposure for creators and compelling entertainment for attendees. SXSW 2016 takes place March 11-20 in Austin, TX. For more information, please visit <http://www.sxsw.com>.

SXSW 2016 is sponsored by Esurance, Mazda, Monster Energy, Capital One, Bud Light, McDonald's, The Austin Chronicle, Sonicbids, Pandora, Marriott, Deloitte Digital, Ten-X, United Airlines and Samsung.

###

Press Contacts:

Kelly Krause, SXSW Interactive
interpress@sxsw.com
512 467-7979

Elizabeth Derczo, SXSW Music
musicpress@sxsw.com
512 467-7979