



## **BIOGRAPHY**

### **DANCESTAR & MOBO AWARDS FOUNDER: [ANDY RUFFELL](#)**

At the age of 14 Andy left school and began a highly successful career in BMX bicycle racing where he won the first official BMX race in the United Kingdom. Over the course of the next six years he toured the world competing in international racing and freestyle riding championships where he won more than 5 UK Racing Championships, 4 UK Freestyle Championships, 3 European Racing Championships and other world events. During this period he established several world records, at least one of which is still unbroken today and in 1984 received a Young sportsman of the Year award from the UK Minister For Sport.

Andy, now 39, has also developed a significant career in television and hosted 7 series over 4 years of the nationally televised BMX Beat on the UK ITV network as well as presenting the prestigious Kellogg's BMX Championship on Channel 4 for three years. He has appeared in over 400 TV shows in the UK and around the world including two appearances on BBC Superstars and starring in various commercials for Kellogg's and Ready Brek.

Andy also founded and produced several major BMX and Skateboarding events including the European BMX Freestyle Championships and the world-renowned 'Holeshot' event, which brought together the world's best BMX riders and Skateboarders – a forerunner to the modern 'X Games' – all with international TV coverage.

In 1988 he decided to retire from competitive sport and developed his next career behind the camera as a producer at London's BiG Group Communications Agency. Over the next few years he produced a wide range of award winning entertainment programmes and documentaries around the world including Asia and North and South America for clients including British Airways, Johnnie Walker, Cathay Pacific and Cunard Line.

In 1995, Andy undertook one of his greatest challenges when after a chance meeting with Kanya King they created and launched the MasterCard MOBO Awards – now one of the world's largest televised urban music events. The event has just celebrated its 10<sup>th</sup> anniversary and is broadcast nationally on BBC1 in the UK and in 20 countries across the globe. Since launching The MOBO Awards, the parent company has grown to include TV Production, Publishing, and Music and Internet divisions.

Ruffell is also Founder and CEO of 'DanceStar' – the global dance music awards platform. It is an event concept developed across three continents with the first DanceStar show – 'The World Dance Music Awards' taking place on June 1st 2000 at London's Alexandra Palace. It was broadcast on the UK's Channel 4 network and various territories around Europe reaching over 100 million households worldwide.

March 2002 saw the launch of DanceStar USA – The American Dance Music Awards that took place at the prestigious Jackie Gleason Theatre in the dance 'Mecca' of South Beach, Miami. It became the most talked about event of 2002. The 2003 show took place live on the sands of Miami Beach and was seen in 54 countries across the world – the most watched electronic music show in history...

Andy has now Created, Produced and Exec Produced more than 18 world class televised award shows and over 50 other event, TV and video projects around the world in places as diverse as Kuwait, Hong Kong, Venezuela and mid Atlantic on the QE2.

Andy's events have featured some of the world's biggest names in music and entertainment including, 50 Cent, Destiny's Child, Tina Turner, P.Diddy, Diana Ross, Ja Rule, Lenny Kravitz, Juliette Lewis, Lionel Richie, R.Kelly, Dionne Warwick, Moby, Boy George, Bootsy Collins, BB King, Bono, The Edge, Fatboy Slim, George Benson, Kool & The Gang, Santana, Jay-Z and Tony Blair.

The future looks good for Andy Ruffell with his consultancy company advising US and European corporations on televised event development, he is Chairman and CEO of A3TV The Nightlife Network, a TV channel in south Florida which is about to expand across the USA. Also three new globally televised events are in development with major broadcasters including a Latin Version of DanceStar.

Andy has now based his operations in Miami and New York USA with AR Consulting Inc encompassing Music, TV and Radio Projects.

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