



PRESS RELEASE WHAT YOU SEE FESTIVAL

Utrecht, June 8, 2022

SEARCH FOR 100 SINGERS FOR CONCERT WITH THE FLEMISH BAND K'S CHOICE

From 17 to 20 November 2022, the fifth edition of What You See Festival will take place in Utrecht. The first event of the programme of this festival about gender and identity can already be revealed. Together with a diverse choir of 100 amateur singers, the renowned band K's Choice will bring a unique concert called *K's Choice - Community Edition* to the Stadsschouwburg Utrecht on Saturday 19 November. The search for these 100 singers has now started!

The Flemish band K's Choice broke through in the 90s with raw, melancholy hits like [Not an Addict](#) and [Believe](#). In 2019, the lead singer of the band announced to go through life as a man, Sam Bettens. Partly due to his accessible vlogs, he has become an important figure for the trans community. K's Choice has continued to tour internationally all these years and is now coming to Utrecht. And they are not coming alone! Prior to this evening, a colourful troupe of one hundred singing lovers will be working on a massive choir that will sing alongside K's Choice. Trans people, non-binary people, new citizens of the Netherlands, singers from one of the many choirs in Utrecht; this pop-up choir believes in the power of differences. A unique project in the Netherlands that culminates in a spectacular concert during What You See Festival.

In October and November 2022, this choir of hundred different people will take shape. In six workshop days, led by the Flemish organisation Saturday Sunday, they will work towards the concert at What You See Festival. Everyone is welcome and singing experience is not required. The festival explicitly invites transgender, non-binary and queer people and the entire LGBTQIA+ community to participate.

[More information K' Choice - Community Edition | WORKSHOP](#)
[More information K's Choice - Community Edition | CONCERT](#)
[Invitation Sam Bettens - K's Choice](#) (in Dutch)

Note to the editor, not for publication:

For more information about What You See Festival, images, interviews with the artists and/or press tickets, please contact pers@whatyouseefestival.nl.