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**PRESS RELEASE: Love, Peace & Hip-Hop announces birthday benefit party
at Music Farm on March 10, 2017**

February 17, 2017 (Columbia, SC) - Love, Peace & Hip-Hop (LPHH) is proud to announce a birthday benefit party on Friday, March 10 at Music Farm for World Famous Hip-Hop Family Day, Columbia's FREE annual festival.

Celebrate LPHH founder FatRat Da Czar turning the big 4-0 as you party with friends for a great cause. With just a \$10 advance ticket price, help support this fifth annual free hip-hop festival for the community while savoring the turntable techniques of DJ Shakim, the exclusive DJ for Bell Biv Devoe and New Edition.

“With this year's benefit party, we're sticking to the theme of the festival itself: fun,” says Czar. “Shakim will have the dance floor packed all night.”

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Love, Peace & Hip-Hop presents "FatRat's House Party Birthday Bash"

Date: Friday, March 10, 2017

Time: 8:00 PM

Location: Music Farm Columbia

Price: \$10

About DJ Shakim

DJ Shakim received his first big break in 2000 when music mogul Jermaine Dupri offered him a position to fill in as Da Brats' tour DJ. Within 72 hours, Shakim found himself in Europe performing for more than 50,000 people. After a successful run with Da Brat, Shakim became the personal DJ for Bow Wow, rocking crowds in Amsterdam, West Berlin, Germany, Tokyo and London. After a seven year run, he returned to Atlanta and quickly became one of the most recognizable DJs in the

country, tapped to spin at top events, including the Essence festival, NBA All-Star weekend, and the Superbowl.

DJ Shakim has performed at parties for Jermaine Dupri, Sean “P-Diddy” Combs, Mary J. Blige and R. Kelly. He also spins as the exclusive DJ for Bell Biv Devoe and New Edition and continues to tour the country extensively.

About Love, Peace & Hip-Hop

Love, Peace & Hip-Hop, a FREE Annual Family Music Festival, is one of Columbia's largest music events. Since 2013, our event has brought over 24,000 attendees to Main Street with legendary hip-hop performers such as Kool Moe Dee, Monie Love, Slick Rick, KRS-One, and more. Our event was created to ensure that hip-hop, represented properly, can be the medium through which all ages and races can come together for a day of peace, love, unity and having fun - all to support our community.

In its fifth year, Love, Peace & Hip-Hop will extend its mission to provide support, through charity and awareness, to non-profit organizations that offer direct services to our community. This year we are expanding our efforts in education, economic development, art, family stability, and healthcare - the latter of which is evidenced by 2017 title sponsor, WellCare. We are proud to work with a healthcare company that manages care services for families, children, seniors, and individuals with complex medical needs.

Serving as the title sponsor for World Famous Hip Hop Family Day for the third year, WellCare of South Carolina will provide information on its Medicaid and Medicare benefits, and help SC Healthy Connections members with recertification for Medicaid health care coverage.

“We are honored to be the title sponsor of Hip-Hop Family Day, whose mission is to have the community come together for a day of peace and unity, which aligns with WellCare’s drive to support the health and well-being of our members, their families and communities at large,” said Kathy Warner, WellCare’s state president for South Carolina.

Love, Peace & Hip-Hop presents World Famous Hip-Hop Family Day

Date: Saturday, April 8, 2017

Time: 11:00 AM until 6:00 PM

Location: Main at Laurel Streets in downtown Columbia, SC

Price: FREE

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