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PRESS RELEASE: Kid N Play to headline 2017 World Famous Hip-Hop Family Day in Columbia, SC April 8, 2017

February 13, 2017 (Columbia, SC) - Kid N Play will headline the FREE Hip-Hop Family Day in downtown Columbia on April 8, 2017, live on Main Street.

With a positive, message-oriented music suitable for all ages, Kid N Play's most successful singles were 1989's "Rollin' with Kid N Play," "Funhouse," and "Ain't Gonna Hurt Nobody."

Presented by Love, Peace & Hip Hop, The City of Columbia, and WellCare Healthy Connections, World Famous Hip-Hop Family Day, now in its fifth year, brings the amazingly creative art form of hip-hop to Main Street through hands-on art exhibits, educational activities, live music, dance performances, and more.

"This year's headliner was a tough choice, but going into year five of the festival, we really wanted to focus on fun. Kid N Play personifies just that," said Love, Peace & Hip-Hop founder FatRat da Czar.

A weeklong celebration of hip-hop capped by World Famous Hip Hop Family Day on Saturday, April 8, the festival brings upwards of 10,000 attendees of all ages and races to enjoy the best and brightest live performers, DJs, B-Boy dance crews, hip-hop visual artists, and craft and fashion vendors.

In addition to offering food, fun, and music, Love, Peace & Hip-Hop annually donates all soft drink and water proceeds to two non-profit organizations that offer direct services to the community.

As the event continues to grow in size and scope, the planning for this year's Love, Peace & Hip-Hop (LPHH) festival is guided by a diverse advisory committee that boasts an inclusive array of

local community representatives from the fields of business, education, healthcare, arts and entertainment, media and publishing.

"Similar to how we unite spectators on Hip-Hop Family Day," explained Czar, "I wanted to unite the city's protectors and promoters of the culture by moving towards a committee system."

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.

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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

About Kid N Play

Debuting in 1988 with the platinum album 2 Hype, Kid N Play features Kid (Christopher Reid) and Play (Christopher Martin). With a positive, message-oriented music suitable for all ages, Kid N Play recorded three albums together between 1988 and 1991, including 2 Hype (1988), Kid N Play's Funhouse (1990), and Face the Nation (1991). All three albums offered positive lyrics, and among the group's most successful singles were 1989's "Rollin' with Kid N Play," "Funhouse," and "Ain't Gonna Hurt Nobody."

Kid N Play delivers a fun and energetic stage show highlighting dances such as their trademark Kick Step, otherwise known as the Funky Charleston, as first seen in their video "Gittin Funky." Once known for Kid's hi-top fade haircut (which stood ten inches high at its peak), this duo also had the distinction of being managed by Hurby "Luv Bug" Azor, the producer for iconic 80s group Salt-n-Pepa.

In addition to their music, Kid N Play also starred together in five feature films based around hip-hop characters and themes, including the House Party series of the early 1990s.

t: @itsKidnPlay

fb: Kid N Play

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 our 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.

World Famous Hip-Hop Family Day by the Numbers

Since 2013:

- Over 24,000 in attendance
- Over 40 percent of festival attendees traveled from outside of Columbia and the state of South Carolina, including Georgia, Florida, and New York.
- \$5,000 donations to nonprofits such as NAMI Mid-Carolina, Concerned Black Men of Columbia, Cooperative Ministries, R.A.M Summer Enrichment program, The James R. Clarke Sickle Cell Foundation, Christ in Hope Ministries, Latino Communications, and more
- Major event sponsors, including: City of Columbia, WellCare Healthy Connections, Columbia Music Festival Association, Pepsi, The Big DM 101.3 FM, Hot 103.9/93.9 FM, WLTX Channel 19, One Columbia, The Free Times, and Fig Columbia.

Past Performers:

- Kool Moe Dee & The Treacherous Three (2013 Family Day Headliner)
- Slick Rick (2014 Family Day Headliner)
- The LOX (2015 Benefit Concert Headliner)
- Monie Love (2015 Family Day Co-Headliner)
- Nice & Smooth (2015 Family Day Co-Headliner)
- Big Gipp (of the Goodie Mob) (2015 Family Day Co-Headliner)
- Mobb Deep (2016 Benefit Concert Headliner)
- Scarface (2016 Benefit Concert Headliner)
- KRS-One (2016 Family Day Headliner)

Social Media:

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