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PRESS RELEASE

FULL DETAILS OF “WORLD FAMOUS HIP-HOP FAMILY DAY”

Full Artist Line Up and Love, Peace & Hip-Hop Event Calendar for First Week of April Announced

COLUMBIA, SC – March 17, 2017 – Presented by Love, Peace & Hip Hop (LPHH), the City of Columbia, and WellCare Healthy Connections, “World Famous Hip-Hop Family Day,” now in its fifth year, brings a new name and logo to the annual festival while keeping LPHH as the parent organization, and later in 2017, a 501(c)3 non-profit organization that will encompass many events throughout the year.

Kid ‘N Play will headline the 2017 “World Famous Hip-Hop Family Day” in Downtown Columbia on Saturday, April 8, 2017 at Main and Laurel Streets along with three other national artists – Lil’ Ru, Big Bub and Positive K. Rounding out the line up is Columbia’s own Cole Connor, the Dynamic Rockers B-Boy Dance Crew, the Charismatic Dance Troop, Grand Prize Winners From Last Year, DJ Prince Ice of The Big DM and Hot 103.9 and the winner of Hot 103.9’s Rock the Mic contest.

With 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.” Love, Peace & Hip-Hop (LPHH) founder FatRat Da Czar said, “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 personify just that.”

Love, Peace & Hip-Hop will also host a week of events starting the week before the festival including a graffiti mural unveiling on Millwood Avenue, EdVenture Children’s Museum Kick-Off Party, Allen University’s Hip-Hop Studies Conference, a beat battle at New Brookland Tavern and LPHH Founder and regional hip-hop artist FatRat Da Czar’s book release of *Da Cold Warrior* and album re-release to commemorate the tenth anniversary of *Da Cold War* trilogy at Tapp’s Art Center. Please see attached list for full details of each event.

“World Famous Hip-Hop Family Day” 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! The festival brings 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, fashion and food vendors. In addition to offering food, fun and music, Love, Peace & Hip-Hop annually donates all soft drink and water proceeds to two

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non-profit organizations that offer direct services to the community. This 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.

As the event continues to grow in size and scope, the planning for this year's "World Famous Hip-Hop Family Day" is guided by a diverse advisory committee that boasts an inclusive array of local community representatives from the fields of business, education, healthcare, arts, entertainment, media, marketing, advertising, event planning and publishing. "Similar to how we unite spectators on [World Famous] 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."

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 the community. This year, efforts are being expanded in education, economic development, art, family stability and healthcare – the latter of which is evidenced by the 2017 title sponsor WellCare of South Carolina. LPHH is 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 [World Famous] 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 of South Carolina.

Festival Details:

Love, Peace & Hip-Hop Presents "World Famous Hip-Hop Family Day"

Date: Saturday, April 8, 2017

Time: 11am-5pm

Location: Main and Laurel Streets, Downtown Columbia

Price: FREE

Artist Line Up:

4pm - Kid 'N Play (Headliner)

3:30pm – Positive K, Big Bub, Lil' Ru

3pm - Grand Prize Winners From Last Year

2:30pm – Cole Connor

2pm – Dawn Staley's Innersole Presentation

1:30pm – Dynamic Rockers

1pm – Charismatic Dance Troop

12pm – Hot 103.9 Rock the Mic Winner

11am – Welcome/DJ Prince Ice

“World Famous Hip-Hop Family Day” By the Numbers:

- Over 24,000 in attendance over five years
- Over 40% of festival attendees traveled from outside of Columbia and South Carolina and came from Georgia, Florida and New York
- LPHH has donated \$5,000 to non-profits 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
- Event Sponsors - City of Columbia, WellCare Healthy Connections, Columbia Music Festival Association, The Big DM 101.3 FM, Hot 103.9/93.9 FM, WLTX Channel 19, *Free Times*, *Fig Columbia*, EdVenture Children’s Museum, Boom Room Recording Studio

Past Performers:

- Kool Moe Dee and The Treacherous Three
- Slick Rick
- The LOX
- Monie Love
- Nice & Smooth
- Big Gipp (of Goodie Mob)
- Mobb Deep
- Scarface
- KRS-One

About Kid ‘N Play:

Christopher “Kid” Reid originally from the Bronx and Christopher “Play” Martin from Queens, New York met in the 1980’s. The pair was in rival hip-hop crews, The Turnout Brothers and The Super Lovers, and eventually formed their duo under the name The Fresh Force Crew. In 1986, “She’s a Skeezer,” “All Hail The Drum” and “Rock Me” were recorded on Sultra Records. By 1987, they had changed their name to Kid ‘N Play.

Kid ‘N Play recorded three albums together between 1988 and 1991 - *2 Hype* (1988), *Funhouse* (1990), and *Face the Nation* (1991). Super Producer Hurby “Luvbug” Azor, the producer for Salt-N-Pepa, who was also a member of The Super Lovers with Play, became Kid ‘N Play’s manager and producer during the early portion of their career. All three albums focused on fun lyrics backed by hot-friendly instrumental tracks. Among the group’s most successful singles were 1989’s “Rollin’ with Kid ‘N Play,” which reached #11 on the Hot R&B/Hip-Hop Songs *Billboard* R&B Singles Chart, 1990’s “Funhouse,” which reached #1 on the Hot Rap Tracks *Billboard* Rap Singles Chart and “Ain’t Gonna Hurt Nobody,” another #1 rap hit. The group’s stage show highlighted their teen-friendly personalities and dances such as their famous trademark Kid ‘N Play *Kick Step*. Kid’s visual trademark was his high-top fade haircut, which stood ten inches high at its peak. Martin the fella with the low-top fade regularly wore unique custom made jackets.

About Lil’ Ru:

A South Carolinian with a self-described “gumbo of crunk, snap and other popular Southern rap styles,” Lil’

Ru earned his first stutter-start as a teenager in 2001 when fellow Palmetto State native, Angie Stone, took him under her wing and got him inked to Elektra Records. While label shake-ups would stall the MC's breakthrough, Lil' Ru continued to compose local classics with his trawling drawl that is only a slight bit less guttural than Lil' Jon's. By 2009, the rapper had rebounded to Capitol Records and had a breaking hit with the strip club-touting "Nasty Song" off his debut album *21 and Up*.

About Big Bub:

Soul vocalist Lee Drakeford led the New Jersey quartet Today through several Top Five R&B hits during the late '80s. After the group split in the early '90s, Drakeford began a successful solo career recording as Big Bub. His debut album, *Comin' At Cha*, earned Top 40 entries for the singles "I Don't Mind" and "Tellin' Me Stories." Drakeford began producing and working on sessions as a background vocalist, and he later signed to the nu classic soul label, Kedar Entertainment, also the home of Erykah Badu. His sophomore album *Timeless* also did well on the R&B charts. His third release *The TakeOver* appeared in 2000.

About Positive K:

Positive K scored a major rap hit with 1992's "I Got a Man." Leading up to that, the Bronx-born rapper cut a few underground compilation appearances including "I'm Not Havin' It," a duet with MC Lyte, that upped his profile significantly. A guest spot on Grand Puba's debut album, along with a self-released Big Daddy Kane-produced single "Nightshift," set the stage for *The Skills Dat Pay Da Bills*. His debut full-length album, released on Island Records' subsidiary 4th & Broadway, balanced Nation of Islam themes with gangsta-isms and more pop-based moments. Meanwhile, he kept his Creative Control label in operation, signing and cultivating new talent.

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The goal of Love, Peace & Hip-Hop is to ensure that hip-hop, represented properly, can be a medium through which the community can come together, all ages and races, for a day of peace, love, unity and having fun. This is accomplished by combining some of the of best and brightest live performers, DJs, B-Boy dance crews, hip-hop visual artists, craft and fashion vendors to create South Carolina's most unique and entertaining community experience.

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