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#LPHH, #LPHH2017



# PRESS RELEASE

## *EDVENTURE KICKS OFF “HIP-HOP FAMILY DAY” ON 4/3*

EdVenture Children’s Museum Hosts Hip-Hop Bounce House Party Starting A Week-Long Celebration

**COLUMBIA, SC – March 29, 2017** – Kick off a week of Love, Peace & Hip-Hop with a free, family-fun event at EdVenture Children’s Museum from 3:30-5:30pm on Monday, April 3, 2017.

Using music and literacy to motivate and educate, award-winning musician and storyteller Kobie Da Wiz will be onstage in front of EDDIE® for an afternoon filled with DJs, breakdancing crews and bouncy houses. Hosted by local hip-hop artist FatRat Da Czar with music provided by DJ KingPin Vov, this event allows families to come out and have fun together, enjoying music, movement and learning.

EdVenture is partnering with Love, Peace & Hip-Hop this year to celebrate the FREE fifth annual “World Famous Hip-Hop Family Day.” In addition to hosting the weeklong festival’s kick-off event on Monday, EdVenture is also sponsoring an interactive, hands-on children’s area with bounce house fun and paper hat crafts on Saturday, April 8<sup>th</sup> at Main and Laurel Streets from 11am-5pm.

“After participating in the festival last year, we knew we wanted more involvement going forward,” said Karen Coltrane, EdVenture President and CEO. “So doing a kick-off event for children just made sense. I suspect there will be lots of children sleeping well Monday night after bouncing and dancing at EdVenture after school.”

The Hip-Hop Family Day headliner this year is ‘80s and ‘90s duo Kid ‘N Play. With positive, message-oriented music suitable for all ages, Kid ‘N Play will take the Main Street stage on April 8<sup>th</sup> with their hit singles “Rollin’ with Kid ‘N Play,” “Funhouse” and “Ain’t Gonna Hurt Nobody.”

“Going into year five of the festival, we really wanted to focus on fun. Kid ‘N Play personifies just that,” said event founder FatRat Da Czar.

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Presented by Love, Peace & Hip Hop, The City of Columbia, and WellCare Healthy Connections, “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!

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

**About Kobie Da Wiz:**

L. Kobie Wilkerson, aka Kobie Da Wiz, is an award-winning author, poet, speaker, storyteller and powerful transformer of schools and organizations. Helping schools support a healthy culture and climate, Kobie seeks to help them operate at their best and effectively impact those they serve. With a Masters Degree in Education from Kansas State University, Kobie was selected as a South Carolina Educational Policy Fellow - a program of the Institute for Educational Leadership in Washington, D.C.

**About EdVenture Children’s Museum:**

The mission of EdVenture is to inspire children to experience the joy of learning. EdVenture is dedicated to lifelong learning through its 92,000 square feet of indoor and outdoor interactive exhibit space and in its educational outreach programs and afterschool programs. The museum has welcomed visitors from all fifty states, and eighteen foreign countries, creating shared experiences and memories for families learning together. For more information about EdVenture, please visit [www.edventure.org](http://www.edventure.org), or call 803.779.3100.

**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 – The 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 and Professional Printers, PepsiCo Born in the Carolinas

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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.

Katy Renfroe, Marketing/PR/Media Relations  
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