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PRESS RELEASE: Hip-Hop's master teacher KRS-One to headline 2016 Hip-Hop Family Day in Columbia, SC April 9th 2016

February 18, 2016 (Columbia, S.C.): KRS-One, Hip-Hop's master teacher and international ambassador will headline the FREE Hip-Hop Family Day in downtown Columbia on April 9, 2016, playing a full set of Hip-Hop classics that spans 20 years live on Main Street.

Presented by The City of Columbia and WellCare Healthy Connections, Hip-Hop Family Day, now in its fourth 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. In addition to 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. "The purpose of the CMFA is to help the community and support arts in the community," states CMFA Executive Director, and Columbia arts leader John Whitehead. "We believe that hip-hop is one of the artforms that will be as everlasting as classical music. We are delighted to partner with Hip-Hop Family Day and help bring it to Main Street for it's fourth year."

City Center Partnership has been a partner of the festival since its inception in 2013. Executive Director Matt Kennell states that "this is an event that Main Street immediately embraced. South Carolina's Main Street is for everybody, and the mixture of people and cultures is what makes our Main Street so special." "I think the word that Shekeese used that lights us up community," states Alpha Media USA GM Mike Hartel. The radio entity based in Columbia supports Hip-Hop Family Day as well as its benefit concerts - which will be held on [March 10th and March 26th respectively for 2016](#). "Hip-Hop Family Day puts community first, it's not for self gain. Some events takes \$80-100 if not more for the entire family to attend, this event is free - they have put the community in mind first, and that's why The BigDM and Hot 103.9/93.9 get behind them every year."

"We are so proud and honored to sponsor this event for a second year," says WellCare Health Plans President Kathy Warner. "This is a family event and what we do is care for families. We believe that being a part of the community is how we better serve the community, and Hip-Hop Family Day epitomizes that."

Love Peace & Hip-Hop presents Hip-Hop Family Day

Date: Saturday, April 9, 2015

Time: 11:00 a.m. until 6:00 p.m.

Location: Main at Laurel Streets in downtown Columbia, S.C.

Price: Free

About KRS-One:

Appearing on the rap scene in 1986 as Boogie Down Productions, KRS, an acronym for “Knowledge Reigning Supreme”, has been called the “conscience of Hip Hop” (Rolling Stone), “the greatest live emcee ever” (The Source), the “spokesperson for Hip Hop” (Wall Street Journal), “master teacher” (Zulu Nation) and the “son of Hip Hop” (Kool DJ Herc). With 20 published albums to his credit and his numerous appearances with other artists, KRS-One is believed to have written the most rhymes in Hip Hop’s history. In the 1990s as “hip-hop” grew more and more commercialized and corporate, it was KRS-One that openly rejected such cultural exploitation and materialism grounding Hip Hop in its original principles of peace, love, unity and safely having fun.

In addition to lecturing at over 500 universities around the world - including Harvard, Yale, Vassar, Columbia, N.Y.U., Oxford and Cambridge; publishing three ground-breaking books - KRS-One has also established the Stop The Violence Movement (1989), influenced the creation of the “West-Coast All-Stars” anti-gang anthem “We’re All In The Same Gang” (1990), and has established the Temple of Hip Hop for the spiritual exploration of Hip Hop’s culture (1996). It was KRS-One who first argued that “rap is something we do; Hip Hop is something we live” and introduced the “I am Hip Hop” philosophy in 1994, which Black Entertainment Television uses as the title of their Hip Hop Lifetime Achievement Award today. Without question, KRS-One has been the loudest voice for the actual preservation and expansion of original Hip Hop worldwide.

w: krs-one.com

t: @IAmKRSOne

fb: KRS-One

ig: @IAmKRSOne

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 13,000 attendees to Main Street with legendary hip-hop performers such as Kool Moe Dee, Monie Love, Slick Rick 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 fourth year, Love, Peace & Hip-Hop will extend it's 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 2016 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. This festival our community and of this great culture.

Columbia Hip-Hop Family Day By the Numbers:

Since 2013

- Over 14,000 in attendance
- Over 40% of festival attendees traveled from outside of Columbia and the state of South Carolina, including Georgia, Florida, and New York.
- \$3,500 donations to nonprofits such as NAMI Mid-Carolina, R.A.M Summer Enrichment program, The James R. Clarke Sickle Cell Foundation and more

- Major event sponsors includes: The City of Columbia, the Columbia Music Festival Association, WellCare, Pepsi, Blue Cross Blue Shield, The Big DM 101.3 FM, Hot 103.9/93.9 FM, The Free Times newspaper, and One 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)

Social Media

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