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PRESS RELEASE: Love Peace & Hip-Hop announces full lineup of artists, and events, for 2016 Hip-Hop Family Day in Columbia, SC

March 22, 2016 (Columbia, S.C.): Love Peace & Hip-Hop, producers of the FREE **Hip-Hop Family Day Music Festival**, are proud to announce details for their 2016 programming. Entering its 4th year, Hip-Hop Family Day is quickly becoming one of the fastest growing cultural events in South Carolina. Hosting Artists such as Kool Moe Dee, Monie Love, Slick Rick and more the annual event prides itself on bringing together the best of Hip-Hop's past, present, and future.

More than just music, The Festival celebrates all aspects of Hip-Hop culture including art, film, dance, politics, education, community activism, and more. All of which will be on display **April 5-10th** this year all around the beautiful City of Columbia.

In addition to food, fun, and music Love Peace & Hip-Hop, through our partnership with **Pepsi**, annually donates all soda and water proceeds to two non-profit organizations that offer direct services to the community. This year's Charity Partners are [H.I.M \(Hope In Christ Ministries\)](#) and [Latino Communications Community Development Corporation \(LCCDC\)](#). H.I.M. serves the Columbia area by providing financial help and assistance to the elderly, tutorial enrichment for k-12, and food/clothing assistance. LCCDC helps low-to-moderate income Latino families achieve financial stability and independence through financial literacy education, job training, and home-ownership workshops.

Headlining the Festival this year is none other than **KRS-ONE**. Hip-Hop's master teacher and international ambassador will play a full set of Hip-Hop classics that spans 20 years live on Main Street. Straight from the Bronx, KRS is known as the conscience of hip-hop—and with 20 published albums to his credit, he is believed to have written the most rhymes in hip-hop's history. It was KRS-One who first argued that "rap is something we do; hip-hop is something we live," pointing to hip-hop's original principles of peace, love, unity, and having fun.

In addition to "The Blast Master" headlining Columbia's biggest Hip-Hop Day, we have spent months trying to figure out how to top last year's event. For 2016, Love Peace & Hip-Hop has worked to put together a week of events that fully represent Hip-Hop culture. Our kickoff event, **Hip-Politics** explores Hip-Hop culture's impact on American Politics and Public Policy while the rest of the weeks programs like the **Non-Stop Hip-Hop Live Reunion Concert**, **Style Wars: A Retrospective** film screening & talkback, and the **Hip-Hop Studies Conference** at Allen University explore other facets of Hip-Hop.

2016 Hip-Hop Family Day Festival Programming

Tuesday – April 5th

"Hip-Politics" w/ [Anton Gunn](#)

-- A twenty-year career of service in healthcare & human services as a chief executive, organizational development trainer, thought leader, hip-hop advocate, social & political strategist - University of SC grad **Anton Gunn** will be presenting at our first ever **Hip-Politics** event. Presenting on Hip-Hop culture's impact on American Politics and Public Policy, this event will be gathering a stellar collection of professionals, academics and young minds to discuss some of the influences that Hip-Hop has had on the political world. Presentation will be followed by a Q&A where Anton will be joined by musicologists **Professor Birgitta Johnson** from The University of South Carolina and **Dr. Kevin Trumpeter**, who spearheads the annual Hip-Hop Studies Conference at Allen University.

6:30-8:30pm -- [Tapps Arts Center](#)

Cost - FREE

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Wednesday – April 6th

“Non-Stop Hip-Hop Live Reunion Concert”

w/ Beat Junction Project, Dan Johns, Preach, Mentality, SweatBox Ent, AI-One, Akshun, Gamma Ray / Hosted by Shekeese & Kingpin

-- In 1998, Djs **Kingsley "Kingpin" Waring** and **Sherard "Shekeese" Duvall**, two University of South Carolina students launched a radio show on WUSC (the university's college radio station) that would change the landscape of hip-hop in South Carolina called "Non-Stop Hip-Hop Live." The Thursday night radio show expanded to a weekly live hip-hop night and the rest, as they say, is history. Now, 18 years later, Love Peace & Hip-Hop has put together an event, as part of Hip-Hop Family Day's schedule of events leading up to the festival, of epic proportions. LPHH has assembled some of the legendary acts that were there at the beginning of NonStop Hip-Hop Live's inception for a one night only special performance. Legendary SC Hip-Hop acts the **Beat Junction Project, Dan Johns, Preach, Mentality, SweatBox Ent, AI-One, Akshun, and Gamma Ray** will perform in tribute to NSHHL with some of their old classics as well as a few new joints they have prepared as well. As of course, it will all be hosted by Shekeese Tha Beast and Kingpin the Villain of Vinyl - both on two turntables and a mic, as it should be. Non-Stop Hip-Hop Live returns to **New Brookland Tavern** for one night only on Wednesday April 6th. You CANNOT miss this historic night in Columbia.

8:00-1:00am -- [New Brookland Tavern](#)

Cost - \$5

Thursday – April 7th

“[Style Wars: A Retrospective](#)” w/ [The Dynamic Rockers](#)

-- Graffiti Art and the B-Boy are two of the four pillars of Hip-Hop Culture. We are proud to take a look back into the origins of Hip-Hop culture with a FREE community screening of the 1983 original hip-hop documentary **Style Wars**. Directed by Tony Silver and produced by Tony Silver and Henry Chalfant, it was awarded the Grand Prize for Documentaries at the 1983 Sundance Film Festival. STYLE WARS is regarded as the indispensable document of New York Street culture of the early '80s, the filmic record of a golden age of youthful creativity that exploded into the world from a city in crisis. New York's legendary kings of graffiti and b-boys own a special place in the hip hop pantheon. STYLE WARS has become an emblem of the original, embracing the spirit of hip hop as it reached out across the world from underground tunnels, uptown streets, clubs and playgrounds. Joining us for a special talkback following the film will be legendary hip-hop crew, **The Dynamic Rockers**, who were featured in the 1983 film. **Glide**, son one of the group's members

featured in the film, will be one of the Rockers' guests. Talkback moderated by **Sherard "Shekeese" Duvall**. Also, as a part of their **First Thursday** event, the **Columbia Museum of Art** will be offering \$5 admission to [REMIX - the African-American Art Exhibit](#) currently at the museum.

6:00-9:00pm -- [Columbia Museum of Art](#)

Cost - FREE

(Entry to the REMIX exhibit is \$5)

Friday – April 8th

["Hip-Hop Studies Conference"](#) at Allen University

-- The day's events will feature panel discussions, musical performances, and an open mic session for hip hop and spoken word performances hosted by Love Peace and Hip-Hop's FatRat Da Czar, Sherard "Shekeese" Duvall and Kingsley "Kingpin" Waring. Keynote address by Daddy-O of pioneering hip hop group Stetsasonic.

10:00am-10:00pm -- [Allen University](#)

Cost - FREE

Saturday – April 9th

["Hip-Hop Family Day"](#) Music Festival

-- Join us for the 4th Annual Hip-Hop Family Day, the stage will be set for the culmination of a week of programming. Fans can expect a whole host of talent from our hometown of Columbia and beyond including performances by:

[KRS-One](#) (Bronx, NY - Headliner)

[Daddy-O](#) (of Stetsasonic -- Brooklyn, NY)

[The Dynamic Rockers](#) (New York, NY)

[Floco Torres](#) (Macon, GA)

[ColorBlind](#) (Columbia, SC)

[Boog Brown](#) (Atlanta, GA)

[Benjamin Starr](#) (Pineville, SC)

[New Success Culture](#) (Columbia, SC)

LeLe Bad Bad (Columbia, SC)

[Kobie Da Wiz](#) (Columbia, SC)

[Chap Will](#) (Columbia, SC)

Sheem One (Columbia, SC)

Fresh Demarco (Cayce, SC)

[Down South Company Dancers](#) (Columbia, SC)

OneWord Columbia (Columbia SC)

11:00am-5:00pm -- Main at Laurel Streets, Columbia, SC

Cost - FREE

Sunday – April 10th

KRS-One: In Lecture

-- Closing out our 2016 Festival events will be a very special lecture by legendary emcee KRS-One. The final day of events for the Hip-Hop Studies Conference at Allen University. The Emcee has lectured at over 500 universities around the world - including Harvard, Yale, Vassar, Columbia, N.Y.U., Oxford and Cambridge. You don't want to miss one of the world's leading scholars on Hip-Hop Culture speaking here in our great city.

**7:00-9:00pm -- [Allen University](#) - John Hurst Adams Gymnasium
Cost - 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.

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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 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 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..

**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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