



PRESS INVITE

MEDIA ALERT* MEDIA ALERT* MEDIA ALERT

2015 FUNK FEST TO ANNOUNCE STAR-STUDED LINE UP FOR BIRMINGHAM CONCERT AND PARTNERSHIPS WITH LEGION FIELD, THE OFFICE OF RECREATION, PEPSI AND THE HEALTHY BIRMINGHAM TASK FORCE

Successful R&B & Soul Concert Series To Visit Birmingham For the First Time and Aims To Leverage The Power Of Music To Promote Healthy Lifestyles

WHAT: Funk Fest Concerts will kick-off its inaugural visit to Legion Field in Birmingham with the announcement of an all-star line-up of current and legendary R&B, Hip Hop and Soul artists, and its partnerships with local entities that will positively impact the community. The Funk Fest is a unique entertainment property that will demonstrate the viability and versatility of Legion Field by hosting an estimated 7,000 patrons from the region for a live concert event that will include: performances by national talent, participation by global brands and contribution to the local economy with staffing and vending opportunities specifically for Birmingham-based businesses.

In 2015, Funk Fest, its community partner Lifting As We Climb and presenting sponsor, Pepsi, will contribute \$50,000 in scholarships and support for local programs across all ten concert cities. Community efforts in Birmingham will involve the Office of Recreation, The Healthy Birmingham Task Force and Cumulus Media, and will include a healthy cooking demonstration with affordable and easy options for local parents and their children. Parents who attend will receive complimentary tickets to the concert, which is scheduled for Saturday, May 2, 2015.

WHO:

- Erskine Faush, Jr. – Office of the Mayor
- Various Members of the Birmingham Parks & Recreation Board and City Council
- Kevin Moore – Director, Office of Recreation
- James Gibbs – The Healthy Birmingham Task Force
- Laura K. Lindsey – Community Engagement & Marketing, Buffalo Rock Company
- Pam Cook – Cumulus Media
- Leo Bennett – CEO, Variety Entertainment/Board Member, Lifting As We Climb

WHEN: **Wednesday, February 18, 2015**
11:00 AM – 11:30 AM

WHERE: **Legion Field Stadium Press Box**
400 Graymont Avenue, West, Birmingham, AL 35204

MORE: For more than 20 years, the Funk Fest has attracted music enthusiasts from across the globe who enjoy partying with a purpose while celebrating the rich cultural heritage of different musical genres. Over 100,000 patrons attend annually to be entertained by today's hottest artists and musical legends alike. The festival began in Mobile, AL and has since grown to tour to cities across the southeast including Atlanta, Tampa, Orlando, Jacksonville, Charlotte and many others. Previous Funk Fest



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artists have included: Charlie Wilson, R. Kelly, Outkast, Betty Wright, Jill Scott, and more.

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Media Contacts To RSVP To Attend:

Monica Coleman
Funk Fest
Cell: (678) 499-2800
m320consulting@gmail.com

Stanley Blake Robinson
Public Relations Coordinator
Birmingham Park & Recreation Board
Cell: 205-335-4594
Stanley.robinson@birminghamal.gov