



VARIETY ENTERTAINMENT ANNOUNCES ALL STAR LINE UP FOR 2015 FUNK FEST ORLANDO & PARTNERSHIP WITH PEPSI

THE KING OF R&B, R. KELLY, HIP HOP LEGENDS, WHODINI AND MANY MORE RENOWNED ARTISTS HEADLINE FIRST STOP OF CONCERT SERIES

(For Immediate Release – February 3, 2015) – Variety Entertainment announces Pepsi as the 2015 presenting sponsor of its national concert series, Funk Fest, which is known for featuring chart-topping entertainers with riveting performances. **The 2015 Funk Fest Tour Presented by Pepsi will commence in Orlando on Saturday, April 18, 2015 at Central Florida Fairgrounds with an all-star line-up that includes: R. Kelly, Mint Condition, SWV, Whodini and 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. Celebrities such as Earth Wind & Fire, Frankie Beverly & Maze, New Edition, OutKast, The Roots, LL Cool J and Ice Cube have all graced the stage at previous Funk Fest concerts.

“Funk Fest enthusiasts should be excited about the 2015 season, because we intend to give them an amazing show that brings together different generations for great music and a fantastic time,” said Variety Entertainment CEO, Leo Bennett. “We are thrilled about our partnership with Pepsi, which is a world-class brand known for creating and partnering with unique entertainment properties like Funk Fest.”

Three-time Grammy award-winning superstar, R. Kelly, known for his distinctive voice and major hit singles including “I Believe I Can Fly, and the hip-opera, “Trapped in the Closet,” will headline the 2015 Funk Fest Presented by Pepsi at Central Florida Fairgrounds in Orlando, Florida. Boasting a predicted sold-out crowd, Funk Fest Orlando will take 80s and 90s music devotees back in time with its line-up, also starring Mint Condition, the musically diverse band known best for their hit single, “Pretty Brown Eyes,” female trio, Sisters With Voices, commonly referred to as SWV and Whodini, the hip hop threesome authoring the statement anthem, “Friends.”

“Funk Fest has established an impressive reputation in the southeast region by drawing crowds of up to 15,000 loyal followers in tour markets who come back each year because of the quality of performers and memorable experience that the Festival creates,” said John Shumate, Director of Marketing, Pepsi Beverage Company, Southeast Region. “Funk Fest is also committed to enhancing the local communities that it visits, and Pepsi is excited about our partnership, which will help students in the Orlando area advance their education.”

Funk Fest community partner Lifting As We Climb and Pepsi have pledged to award up to \$5,000 in scholarships to students from the Orlando area and will also provide four students with a career immersion experience in Public Relations, Marketing, Operations and Production at the Festival. Students interested in entering the scholarship competition can visit www.funkfestconcerts.com, for more information.

In addition to Orlando, the 2015 Funk Fest Presented by Pepsi will visit Birmingham, AL on May 2, Jacksonville, FL on May 8 and May 9, Atlanta, GA on May 15 and May 16, Mobile, AL on June 6, and Columbia SC on June 20. Other tour dates are scheduled for Charlotte, NC, Miami, FL and Tampa, FL in the fall.

For more information about Funk Fest 2015 Presented by Pepsi, to purchase tickets or to inquire about media credentials, please visit www.funkfestconcerts.com.

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