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## PRESS RELEASE

FOR IMMEDIATE RELEASE

### Overtown Music & Arts Festival Returns with an All-Star line- up of Grammy Nominated Artists

*Saturday, July 23, 2016 - A day full of music, food and fun for the entire family*

**MIAMI, FL | July 11, 2016** – Headliner Market Group (HMG), City of Miami Commission Chairman Keon Hardemon, and the Southeast Overtown / Park West Community Redevelopment Agency (CRA) proudly announce the return of the Overtown Music & Arts Festival (OMAF). The annual street festival will take place Saturday, July 23, 2016, from 11:00 a.m. to 7:00 p.m. in the heart of Overtown’s Business District on NW 3rd Avenue between 9th & 11th streets and is free to the general public. Thousands of festival-goers are expected to take to the streets and sidewalks of the historic neighborhood — for a day full of family fun, art, delicious food and performances from national and local artists.

In honor of Overtown’s musical roots and the legendary artists who frequented the historic neighborhood, such as Duke Ellington and Ella Fitzgerald, Grammy nominated talent will once again grace the stage and pay homage to the community. The entertainment lineup features an eclectic mix of musical styles that include: R&B neo-soul singer **Eric Benet** (4x Grammy Nomination), British singer and songwriter, **Estelle** (2x Grammy Nomination and Winner), R&B songstress **Kelly Price** (6x Grammy Nominated), Grammy Nominated singer-songwriter and producer **Ameriie**, Grammy Nominated and consummate artist, **Jon B, Tito Puente, Jr.** (son of the legendary Mambo King Tito Puente) bringing Latin Jazz and Afro-Caribbean rhythms, and Grammy Nominated artists **Carl Thomas** and **Jeremih**.

“The Overtown Music & Arts Festival continues to grow in attendance and in its significance to the community,” said Miami Commission Chairman Keon Hardemon “More than 6,000 attendees from throughout the country experienced the renaissance of Overtown via the festival last year. The festival continues to be the largest attraction for visitors to the redevelopment area and is paramount for positive marketing of the area as a destination for food, music, culture, dance, and fun.”

In addition to music, six local artists will allow festival goers to witness their creative skills as they demonstrate and create Live Art pieces on site in the Art Den. Original works of art will also be available for purchase. Festival goers can also visit local businesses and vendors who will be on hand showcasing artwork, ethnic cuisine, unique crafts, jewelry, clothing, and more. A mini festival within itself, the T.E.E.S. Youth Zone, presented by the Green Family Foundation will serve as a space for children to express themselves while adult festival goers flock to the main stage. Activities within the Youth Zone will include: DIY Arts where children can create their own t-shirts, hats, jewelry and more. The Youth Zone will also feature fitness activities/competitions, bounce houses, a multi-lingual story time tent, live cooking demonstrations, and more. This year’s performances will also feature Young

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Lyric from Jermaine Dupri's Lifetime television show, The Rap Game. DJ Chipman will also be on hand performing every child's favorite hit Peanut Butter Jelly. Motivational Edge will once again participate with spoken word, percussion performances, and more.

The highly anticipated festival promises to not only bring back music and arts to Overtown, but will promote economic development and community enrichment. Dedicated to the revitalization of the area, The CRA awarded a \$200,000 grant to the festival organizers as part of its efforts to engage residents and festival participants in the redevelopment of the area. The OMAF was also selected as a winner of the John S. and James L. Knight Foundation's 2015 Knight Arts Challenge, which funds the best ideas for bringing South Florida together through the arts.

"HMG is pleased to produce the Overtown Music & Arts Festival for the third consecutive year. We'd like to make sure the community's legacy is always honored," said Michael Gardner, CEO and President of Headliner Market Group. Festival Sponsors include: City of Miami Commission Chairman Keon Hardemon, the Southeast /Overtown Park West Community Redevelopment Agency, Headliner Market Group, John S. and James L. Knight Knight Foundation, T.E.E.S., House of Wings, and Greater Miami Convention & Visitors Bureau.

For more information on this year's festival or information on how to become a vendor, visit [www.overtownmusicartsfestival.com](http://www.overtownmusicartsfestival.com). You can also follow them on Facebook and Instagram @overtownmusicartsfestival to stay updated on the event. To learn more about the Southeast/Overtown Park West Community Redevelopment Agency ("CRA") and its initiatives, please visit [www.miamicra.com/seopwcra](http://www.miamicra.com/seopwcra) or call 305.679.6800.

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**THE SOUTHEAST / OVERTOWN PARK WEST COMMUNITY REDEVELOPMENT AGENCY**

The Southeast Overtown / Park West Community Redevelopment Agency ("CRA") is one of three community redevelopment agencies within the municipal boundaries of the City of Miami. The CRA was created in 1982 to promote and encourage the redevelopment of the Overtown and Park West communities (redevelopment area). The main objective of the CRA is to spearhead new development and redevelopment efforts that accomplish beneficial revitalization within its boundaries. The CRA's main mission is to enhance the quality of life, improve the public health, safety, morals and welfare of the residents and stakeholders in the redevelopment area.