

# APOLLO

**75TH  
ANNIVERSARY  
GALA 6.8.09**

*Embargoed until Tuesday, April 7 at 5:30 a.m.*

**APOLLO THEATER CELEBRATES 75 YEARS  
AS THE SOUL OF AMERICAN CULTURE WITH  
75<sup>th</sup> ANNIVERSARY GALA BENEFIT TRIBUTE CONCERT  
AND AWARDS CEREMONY ON JUNE 8, 2009**

*Historic Theater to Induct Quincy Jones and Patti LaBelle  
Into the Apollo Legends Hall of Fame and Honor Bill and Camille Cosby with the  
Ruby Dee and Ossie Davis Arts & Humanitarian Award*

*Hosted by Comedian, Actor and Radio Personality Steve Harvey*

*Star-Studded Evening will Feature Performances by Anita Baker and the O'Jays  
With Additional Appearances by Mariah Carey and Jaime Foxx*

**HARLEM, NY – April 7, 2009** – The Apollo Theater, one of the nation's greatest cultural treasures, has announced plans for its 75<sup>th</sup> Anniversary Gala Concert and Awards Ceremony, to be held at the historic Theater on **Monday, June 8, 2009**. The Gala celebration will bring together the best and brightest in business and entertainment to raise funds in support of the non-profit theater's 75-year legacy and its initiatives for emerging artists and community and educational programs in New York City and beyond. The evening will begin at 6:30 p.m. with red carpet entrances, followed by the Gala concert and awards ceremony at 7:00 p.m. and ending with a grand after-party, the Apollo Supper Club.

Hosted by comedian, actor, radio personality, and former *Showtime at the Apollo* host **Steve Harvey**, the Gala will feature the induction of two new honorees into the Apollo Legends Hall of Fame: music impresario **Quincy Jones**, whose contributions to American popular music as a composer, record producer, artist, film producer, arranger, conductor, multi-media entrepreneur, and humanitarian are unparalleled; and soulful superstar **Patti LaBelle**, who, revered for her powerhouse vocals and amazing versatility, has enjoyed one of the longest-lived careers in contemporary music. Mr. Jones' award will be presented by Oscar-winning actor, accomplished singer/musician, and comedian **Jamie Foxx** and Ms. LaBelle's award will be presented by multiple Grammy-award winning singer, songwriter, producer, and actress **Mariah Carey**. Past inductees into the Apollo Legends Hall of Fame include Smokey Robinson, James Brown, Gladys Knight and the Pips, Little Richard, and Ella Fitzgerald.

The awards ceremony will continue with the **Ruby Dee & Ossie Davis Arts and Humanitarian Award** presented to **Bill** and **Camille Cosby**. This award, named after the late Ossie Davis and his wife, Ruby Dee, is given annually to a couple who embody the powerful beliefs of this unique pair: a rarified command of their craft, a deep commitment to their community, and an unshakeable connection to each other and their family. Previous award recipients have included Pauletta and Denzel Washington; Kyra Sedgwick and Kevin Bacon;

Angela Bassett and Courtney B. Vance; and Tonya Lewis Lee and Spike Lee. The Theater's annual corporate award recognizing superior corporate leadership will be presented to **The Coca-Cola Company** for its ongoing commitment to the Apollo and the Harlem community.

Produced by **Ron Weisner** of Ron Weisner Entertainment, the evening will feature performances by the incomparable **Anita Baker** and one of soul music's greatest outfits, the **O'Jays**. **Ray Chew**, whose credits include Musical Director for the Inaugural Neighborhood Ball television special (ABC-TV), NBC's *The Singing Bee*, *Showtime at the Apollo* and the Apollo's weekly Amateur Night show, will serve as the show's musical director.

The event will culminate with the **Apollo Supper Club**—a stylish lounge atmosphere created by **David Monn** and featuring spectacular gourmet creations prepared by **Great Performances**. **DJ D-Nice** will provide music for late-night dancing.

**Jonelle Procope**, president and CEO of the Apollo Theater Foundation, said, "As we celebrate our 75-year legacy, we are also enhancing our role as a center of artistic innovation, education, and discovery for the next 75 years. The artists we're honoring today provide irrefutable proof of the Apollo's continuing power as a transformative cultural force in America and around the world."

**Richard Parsons**, chairman of the Apollo's board of directors said, "The Apollo Theater shares a unique relationship with everyone who walks through its doors—from the generations of stars whose careers were launched on our stage to our world-famous, international audience to the thousands in Harlem who are served by our programs. With the support of businesses combined with commitments from civic-minded individuals, this milestone event will go far in helping to guarantee the future of the Apollo and its programs."

The Apollo's 75<sup>th</sup> Anniversary Gala is chaired by 75<sup>th</sup> Anniversary Gala Co-Chairs **Pamela Fiori** and **Debra Shriver** and National Committee Co-Chairs **Alicia Riley Bythewood** and **Yolanda Ferrell-Brown**. The Gala's sponsors include lead sponsor **The Coca Cola Company** and sponsors **Bloomberg**, **TV One**, **Belvedere**, **Hennessy** and **Moët & Chandon**. Individual tickets for the Apollo's 75<sup>th</sup> Anniversary Gala are \$1,000 (tax deductible amount \$850). To purchase tickets to the event or to make a donation to the Apollo Theater Foundation, Inc., call 800.618.3444, or visit [www.apollotheater.org](http://www.apollotheater.org).

This event is the Apollo's largest annual fundraiser and all proceeds of the event will benefit the Apollo Theater Foundation, Inc., a tax-exempt, 501(c)(3) not-for-profit organization, dedicated to preserving and developing the Apollo Theater and its initiatives for performing artists, educational programs, and community outreach efforts in New York City and beyond.

### **About the Apollo Theater**

Celebrating its 75<sup>th</sup> anniversary in 2009, the Apollo Theater is one of Harlem's, New York City's, and America's most iconic and enduring cultural institutions. The Apollo was one of the first theaters in New York, and the country, to fully integrate, welcoming traditionally African-American, Hispanic, and local immigrant populations in the audience, as well as headlining uniquely talented entertainers who found it difficult to gain entrance to other venues of similar size and resources. Since introducing the first Amateur Night contests in 1934, the Apollo Theater has played a major role in cultivating artists and in the emergence of innovative musical genres including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Sammy Davis, Jr., James Brown, Bill Cosby, Gladys Knight, Luther Vandross, D'Angelo, Lauryn Hill, and countless others began their road to stardom on the Apollo's

stage. Based on its cultural significance and architecture, the Apollo Theater received state and city landmark designation in 1983 and is listed on the National Register of Historic Places.

Apollo Theater Foundation, Inc.  
253 West 125<sup>th</sup> Street, New York, NY 10027

For more information, visit [www.apollotheater.org](http://www.apollotheater.org).

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