

APOLLO

THE APOLLO ISSUES LIMITED EDITION NFT OF ITS ICONIC MARQUEE COMMEMORATING ANNUAL SPRING BENEFIT



Image credit: Nir Arieli/Shahar Azran Photography

Harlem, NY – June 9, 2022 – In celebration of **the Apollo’s Spring Benefit on Monday, June 13**, the non-profit announced today it will release a **limited edition non-fungible token (NFT) commemorating the annual event**. Approximately 400 NFTs will be issued through Ticketmaster. The special NFTs will be given to each person who donated to Apollo’s Spring Benefit. The commemorative NFT will be a digital keepsake celebrating the world-renowned organization’s largest annual fundraising event.

The Apollo’s commemorative NFT features a dynamic image of the iconic Apollo Marquee on 125th Street taken by Nir Arieli/Shahar Azran Photography. The Apollo’s special edition NFT marks Ticketmaster’s first NFT with a theater. For more information about the Apollo’s commemorative NFT, visit www.ApolloTheater.org/NFT.

“Each year, the Apollo’s benefit brings together leaders across the creative, business, and philanthropic communities to advance the non-profit’s commitment to supporting Black excellence and artistic innovation,” said **Apollo Board Chair, Charles Phillips**. “As the Apollo continues to lead in creating a 21st century performing arts canon, it is also using new and existing platforms to further innovate, advance its mission, and expand its reach to audiences around the globe. We look forward to continuing to expand the ways the Apollo engages audiences and artists in person and digitally.”

“Throughout its nearly nine-decade history, the Apollo has been heralded for its convening power in Harlem, New York City, and around the globe,” said **Apollo President and CEO Jonelle Procope**. “As we saw with the launch of the Apollo Digital Stage in 2020, it was equally important to create space for our community and artists to come together virtually, providing access to diverse voices. With the release of the Apollo’s limited edition NFT, we are reaffirming our commitment to providing a platform for artists to create and innovate for future generations.”

Hosted by Emmy winner and “Saturday Night Live” cast member **Kenan Thompson**, the Apollo Spring Benefit will honor filmmaker, actor, and philanthropist **Tyler Perry** with the Impact Award, presented by Academy Award winner and “The View” co-host **Whoopi Goldberg**. The event will feature musical performances by **The Roots** with special appearances by **Stephanie Mills**, **Anthony Hamilton**, emerging soul artist **Ogi**, and more. International celebrity DJ, **Derrick “D-Nice” Jones** will return with his signature sounds for a lively benefit afterparty. Global investment and merchant banking firm **LionTree** will receive the Corporate Award.

The Apollo season’s theme, “The Renaissance is Now!,” and its presentations expand the non-profit theater’s role as a partner, commissioner, and co-producer of programming that centers Black artists and voices from the African Diaspora, while tackling social issues that are important to Harlem, New York, and the nation. Proceeds from the Spring Benefit support the non-profit organization’s year-round, world-class artistic, education, and community programs and collaborations, as well as its commitment to using arts and culture to articulate and project the African American narrative. For more information visit www.ApolloTheater.org.

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ABOUT THE APOLLO

The legendary Apollo Theater—the soul of American culture—plays a vital role in cultivating emerging artists and launching legends. Since its founding, the Apollo has served as a center of innovation and a creative catalyst for Harlem, the city of New York, and the world.

With music at its core, the Apollo’s programming extends to dance, theater, spoken word, and more. This includes the world premiere of the theatrical adaptation of Ta-Nehisi Coates’s *Between the World and Me* and the New York premiere of the opera *We Shall Not Be Moved*; special programs such as the blockbuster concert *Bruno Mars Live at the Apollo; 100: The Apollo Celebrates Ella*; and the annual *Africa Now!* Festival. The non-profit Apollo Theater is a performing arts presenter, commissioner, and collaborator that also produces festivals and large-scale dance and musical works organized around a set of core initiatives that celebrate and extend the Apollo’s legacy through a contemporary lens, including the *Women of the World (WOW)* Festival as well as other multidisciplinary collaborations with partner organizations.

Since introducing the first *Amateur Night* contests in 1934, the Apollo has served as a testing ground for new artists working across a variety of art forms and has ushered in the emergence of many new musical genres—including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Among the countless legendary performers who launched their careers at the Apollo are Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Gladys Knight, Luther Vandross, H.E.R., D’Angelo, Lauryn Hill, Machine Gun Kelly, and Miri Ben-Ari; and the Apollo’s forward-looking artistic vision continues to build on this legacy. For more information about the Apollo, visit www.ApolloTheater.org.

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