

APOLLO

MEDIA ADVISORY

The Apollo Celebrates 35th Anniversary of Cold Chillin' Juice Crew All-Stars Showcase with Tyrone "Fly Ty" Williams, Ralph McDaniels and Ant Marshall

Special appearances by Big Daddy Kane, Roxanne Shanté, Marley Marl, MC Shan, Kool G Rap, Debbie D, Glamorous, and more!

Live & In-Person on November 20 at 7:30pm



WHEN: On Monday, November 20, The Apollo will mark the 35th anniversary of

the historic 1988 Cold Chillin' Juice Crew All-Stars Apollo Theater Showcase with ***In Conversation: Cold Chillin' Records Showcase***. These sold-out concerts in November of 1988 marked a pivotal moment in hip-hop's transition from the clubs and house parties to theaters and concert halls.

Go behind the scenes and hear from iconic hip-hop label Cold Chillin' Records co-founder, **Tyrone "Fly Ty" Williams** and Video Music Box founder and director, **Ralph McDaniels**, as they discuss how they helped blaze the trail for hip-hop culture to be a global phenomenon.

This conversation, facilitated by Lyricist Lounge's **Ant Marshall**, will also showcase never-before-seen footage from the original 1988 showcase, offering a time-travel experience to witness the evolution of hip-hop's magic. You can also look forward to special appearances by Juice Crew All-Stars, including **Big Daddy Kane, Roxanne Shanté, Marley Marl, MC Shan, Kool G Rap, Debbie D, Glamorous**, and more.

In Conversation: Cold Chillin' Records Showcase is part of The Apollo's Fall 2023 season. Thank you to **Warner Records** and **Rhino Entertainment** for their support. **Fat Beats** is the **Corporate Sponsor** for ***In Conversation: Cold Chillin' Records Showcase***.

WHEN: **Monday, November 20, 2023**
Doors open at 6:30PM EST. Program begins at 7:30PM

WHERE: **The Apollo's Historic Theater** (253 W 125th Street New York, NY 10027)

TICKETS: Tickets start at \$15. For more information visit, www.apollotheater.org

About The Apollo

The legendary Apollo—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. In 2024, The Apollo will open The Apollo's Victoria Theaters, which will include two new theater spaces, and begin the renovation of its Historic Theater, marking the first ever expansion and renovation of The Apollo in its nearly 90-year history. Read

more about the project here:

www.apollotheater.org/renovation-restoration-and-transformation/

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 is a performing arts presenter, commissioner, and collaborator that also produces festivals, 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, James Brown, Stevie Wonder, Gladys Knight, Luther Vandross, H.E.R. D'Angelo, Lauryn Hill, Jazmine Sullivan, 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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For more information, please contact:

The Apollo

Sydney Edwards

press@apollotheater.org