

APOLLO 90

**The Apollo Celebrates its 90th Anniversary on
January 26, 2024 with #Apollo90 Campaign**



(Photo credit: Elena Olivo/The Apollo)

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(Harlem, NY) January 26, 2024 marks the 90th Anniversary of The Apollo. Since its inception, The Apollo has been a beacon of innovation and a driving force for creativity, not only within Harlem and New York but also around the world.

To commemorate the occasion, The Apollo is thrilled to announce a social media campaign designed to engage the community in celebrating the rich tapestry of memories woven into its legacy. #Apollo90 encourages individuals to participate by

sharing their special moments under the iconic marquee, contributing to a digital mosaic that captures the diversity and vibrancy of The Apollo's impact over the decades.

Here's how you can take part:

- **Find Your Special Moment:** Whether it's a photo under The Apollo's iconic Marquee or experiencing a show.
- **Share on Social Media:** Post your special moment on your preferred social media platform (Instagram, Twitter, or Facebook) using the hashtag #TheApollo #Apollo90 and tag our official account @ApolloTheater. Don't forget to include a brief caption sharing the story behind the photo.
- **Spread the Word:** Encourage friends, family, and neighbors to participate by sharing the campaign.

The #Apollo90 campaign kicks off on Friday, January 26 and will run until January 31.

Also, in celebration of The Apollo's 90th anniversary in 2024, the renowned institution will launch a selection of upcoming concerts, comedy shows, and educational programs across its stages as part of its Winter and Spring 2024 season—adding to the recently announced programming at The Apollo Stages at the revitalized Victoria Theater, set to open on February 1.

Exciting new programming across The Apollo includes an array of Apollo commissions, including the recently announced ***Soul Science Lab's The Renaissance Mixtape (Feb 9-11)***, an immersive theatrical concert that uses elements of hip-hop culture and visual storytelling to highlight voices of the Harlem Renaissance led by Brooklyn-based artists **Chen Lo** and **Asante Amin**, four-time Grammy nominee and *Apollo New Works* artist **Stefon Harris** and his band, **Blackout (Feb. 18)**, as well as ***In the Same Tongue (Apr 12-14)***, a vibrant movement, sound, and language-based work by legendary choreographer **Dianne McIntyre** with original music by celebrated composer **Diedre Murray** and poetry by the late Obie award-winning playwright **Ntozake Shange**.

In honor of The Apollo's inaugural season at The Victoria, thanks to generous support from The Jerome L. Greene Foundation, all tickets to Apollo-presented programming in those spaces will be capped at \$20.

To learn more about the current Winter and Spring 2024 season programming, visit: <https://www.apollotheater.org/spring-2024/>

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 90-year history. For more information about The Apollo, visit www.ApolloTheater.org. 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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