

APOLLO 90

Smokey Robinson Returns to The Apollo for a Soulful Night of Hits

Saturday, June 29, 2024 at 8PM EST



WHAT: The iconic Smokey Robinson makes a triumphant return to The Apollo's historic stage after nearly a decade. Renowned as the provider of the soundtrack to our lives, Apollo and GRAMMY® Living Legend Smokey Robinson promises an electrifying night filled with soulful hits from his illustrious discography.

WHEN: Saturday, June 29, 2024 at 8PM EST

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

TICKETS: Apollo Members have early access to tickets starting Thursday, May 2 at

10AM est a.m. Beginning Friday, May 3 at 10AM, tickets will go on sale to the public. For more information visit

<https://www.apollotheater.org/event/smokey-robinson-24/>

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 opened The Apollo Stages at the Victoria Theater, marking the first ever expansion and renovation of The Apollo in its nearly 90-year history. The Apollo also has plans to renovate its Historic Theater. For more information about The Apollo, visit www.ApolloTheater.org.

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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