

APOLLO

APOLLO THEATER ANNOUNCES 2016 SPRING GALA

Viacom to Receive Corporate Award for Community Leadership Accepted by
Executive Chairman, President and CEO

PHILIPPE DAUMAN

Evening to Include a Concert with Performances by

The Legendary **THE O'JAYS**

Breakthrough Artists **LEON BRIDGES** and **ANDRA DAY**

Concert Host

LL COOL J

The Theater Will Also Induct

Iconic Musician

PRINCE

Into the Apollo Walk of Fame

For a Special Gala Walk of Fame Ceremony to be Held that Same Afternoon

Monday, June 13th at 7pm

HARLEM, NY – May 4, 2016 –The **Apollo Theater**, a leading not-for-profit performing arts institution and one of the nation's greatest cultural treasures, today announced the star-studded line up for its 11th Annual Spring Gala—its biggest fundraising event of the year—to be held on **Monday, June 13 at 7pm**. The concert portion of the evening will feature performances by legendary R&B group, **The O'Jays**, and rising star vocalists, **Leon Bridges** and **Andra Day** and will be hosted by **LL COOL J**.

“The Apollo Theater is a launching pad for up-and-coming artists through programs like Amateur Night, Apollo Music Café, and the new Apollo Comedy Club and, at this year's Spring Gala; we're excited not only to showcase the legends that have paved the way, but to also give a platform to the voices and talent of today. In addition to artistic programming and initiatives, our annual Spring Gala helps to support our educational programs that help nurture the creative spirit of music and culture in Harlem and across the world,” stated **Jonelle Procope**, president & CEO of The Apollo Theater.

Each year at the Spring Gala, the Apollo also recognizes a corporation for its outstanding philanthropy and community leadership. This year's recipient of the Corporate Award is **Viacom. Philippe Dauman**, executive chairman, president and CEO of Viacom, will accept on behalf of the organization. The Award portion of the evening will be hosted by **Jonelle Procope** with the Corporate Award being presented by **Charles Phillips**.

Mr. Dauman said, "It is a great honor to accept the corporate award for community leadership from an institution as legendary as the Apollo Theater. Our organizations share a deep commitment to advancing creative voices in American culture and honoring African-American artists, and Viacom applauds their outstanding work."

The Theater also announced that it will induct the one and only **Prince** into its Walk of Fame in honor of his incomparable contributions to music over the course of 40 years.

Prince joins previous **Apollo Walk of Fame** inductees—all legendary musicians, artists, and entertainers whose paths to fame included the Apollo, including: Chaka Khan, Stevie Wonder, Michael Jackson, Aretha Franklin, Quincy Jones, Patti LaBelle, Smokey Robinson, James Brown, Gladys Knight and the Pips, Little Richard and Ella Fitzgerald. Inductees are honored with a plaque on the Apollo Walk of Fame, installed under the Theater's iconic marquee on 125th Street.

Procope states, "The Apollo family was of course, devastated to hear about the loss of Prince. He is, hands down, one of the greatest artists of all time - an absolute genius - and his relationship with the Apollo dates back to 1993. Over the years, we've been honored to host him, whether for a seminal New York performance or as a guest in our audience, so we are beyond thrilled to kick off this year's Spring Gala by inducting him into the Apollo Walk of Fame."

The Apollo Spring Gala will begin with a special ceremony to induct legendary recording artist **Prince** into the Apollo Walk of Fame to be held that afternoon, and continues with red carpet arrivals followed by an award ceremony and a concert with Musical Director **Ray Chew** (*Dancing with the Stars*) at the helm. The evening will also include special tributes to the trailblazing artists that have been lost in 2016. The night culminates with a much buzzed about afterparty held in a stylish tent created by celebrity event planner and Apollo board member **Bronson van Wyck**. This year's afterparty will feature a special *Let's Go Crazy* Dance Tribute with **DJ D-Nice** spinning a dedicated set to the sounds of Prince's diverse and extensive catalogue.

Apollo Spring Gala Co-Chairs include: Anna Chapman and Ronald O. Perelman, James L. Dolan, Tom Dooley, Sonia and Paul Jones, Debra L. Lee, Carolyn and Mark Mason, Laura and Richard D. Parsons and Karen and Charles Phillips

Apollo Spring Gala Vice Chairs: Frederick G. Loder, Racquel Oden, Dori Silverman, Christine Taylor and Stephen Volk

Apollo Spring Gala Committee: American Express, BNY Mellon, Jim Carter, Citi, Alberto Cribiore, Discovery Communications, Disney, Carol Sutton Lewis and William M. Lewis, Jr.,

National Basketball Players Association, New York Life, Tawana Tibbs and Bruce Gordon, Time Warner Inc., Bronson van Wyck and Janice Savin Williams and Christopher J. Williams

Apollo Spring Gala Sponsors: MacAndrews and Forbes Incorporated; Viacom; Citi; The Coca-Cola Company; Cravath, Swaine & Moore LLP; Infor; JPMorgan Chase & Co.; Macy's and Bloomingdale's; The Madison Square Garden Company and Merrill Lynch

Special thanks to American Airlines and Belvedere Vodka

Tickets for the 2016 Spring Gala are now on sale. To purchase Gala tickets or to make a donation to the Apollo Theater, call 212-531-5330. For more information, visit www.apollotheater.org . Proceeds from the Apollo Spring Gala will support the Theater's year-round performing arts programming, innovative education initiatives, and community programs.

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About the Apollo Theater

The legendary Apollo Theater—the soul of American culture—plays a vital role in cultivating emerging talents 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, performance art, spoken word initiatives, and more. This includes the October 2014 premiere and 2015 international tour of the dance celebration project James Brown: Get on the Good Foot, the annual Africa Now! Festival, Apollo Club Harlem, and the recent New York premiere of the opera Charlie Parker's YARDBIRD. The Apollo is a presenting organization that also produces festivals, large-scale dance and music works organized around a set of core initiatives: Apollo Music Signature Programs—Amateur Night, Salon Series, Apollo Music Café; Legacy Series—work that celebrates and extends the Apollo's legacy through a contemporary lens; Global Festivals including the Women of the World (WOW) Festival and Breakin' Convention, international and U.S.-based artist presentations focused on a specific theme; and Special Projects, multidisciplinary work with partner organizations.

Since introducing the first Amateur Night contests in 1934, the Apollo Theater 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 D'Angelo, Lauryn Hill, Machine Gun Kelly, Miri Ben Ari, Ella Fitzgerald, Sarah Vaughan, Billie Holiday, James Brown, Michael Jackson, Gladys Knight, Luther Vandross, and

Stevie Wonder; and the Apollo's forward-looking artistic vision continues to build on this legacy.

The Apollo Theater is a not-for-profit organization with the mission to extend the institution's role in fostering artistic innovation and in building appreciation of American culture around the world. For more information, visit www.apollotheater.org.

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