

APOLLO

The World Famous Apollo Theater Wants to Make You a Star As It Heads to New Orleans for the First Time to Find The Next Apollo Legend for Its Signature Amateur Night Show In a National Talent Search for Aspiring Singers

The First Phase will take place during the 2016 Essence Festival where finalists will audition for a chance to win the opportunity to perform on the Essence Festival Mainstage and the iconic Apollo stage in New York City

Auditions will be held at the
Ernest N. Morial Convention Center in New Orleans
Friday, July 1, 2016; 9 a.m. - 6 p.m.

The second phase of the competition will be held online
where fans will have the chance to vote
July 11 – August 5, 2016

Harlem, NY, June 28, 2016 – The Apollo Theater today announced a major new initiative as part of its signature Amateur Night show. The Apollo and Coca-Cola will present a national talent search for the next Apollo legend, during the 2016 Essence Music Festival. This special Amateur Night competition will give up-and-coming vocalists the chance to win the opportunity to compete on the iconic Apollo stage. In a first for the legendary Theater, Amateur Night auditions will head to New Orleans where the first phase will commence with auditions at the popular Essence Music Festival. Auditions will take place on Friday, July 1, 2016 at the Ernest N. Morial Convention Center in room 217; from 9 a.m. to 6 p.m. Contestants selected from the auditions will advance to a semi-final round on Saturday, July 2 where two performers will be chosen to perform on the Essence Music Festival mainstage at the Mercedes Superdome, that evening.

The second phase of the competition will take place online via the competition's website (www.ApolloMakingAStar.com), with online voting starting July 11 through August 5, 2016. In total, five contestants will be chosen to compete at the world famous Apollo Theater for a special edition of Amateur Night on Wednesday, September 21, 2016. Contestants chosen will receive an all-expense paid trip to New York City.

Amateur Night at the Apollo is the long-running, live talent competition presented on the world famous Apollo stage in Harlem, NY. Now in its 82nd year, Amateur Night at the Apollo continues to be a primary source for discovering new talent and spotlighting up-and-coming artists. With performances that occur virtually every Wednesday night since the theater opened in 1934, the Apollo's Amateur Night has launched the careers of countless world-famous artists, including James Brown, Stevie Wonder, Lauryn Hill, Michael Jackson and The Jackson Five, D'Angelo, Billie Holiday, Luther Vandross, Dave Chappelle, Gladys Knight & the Pips, Ella Fitzgerald, The

Isley Brothers, Sarah Vaughan and more. Amateur Night at the Apollo is sponsored by Coca-Cola.

PHASE ONE AUDITIONS

Friday, July 1, 2016

Ernest N. Convention Center
900 Convention Center Blvd.
2nd Floor, Room 217
New Orleans, LA 70130

Friday, July 1, 2016

- Auditions will be conducted by Amateur Night Producers.
- Audition times will be from 9a to 6p. *Only the first 300 acts will be seen.*
- The top singers selected by producers will be asked to come back the next day.

PHASE TWO AUDITIONS

Monday, July 11 – Friday, August 5, 2016

Online Voting at www.ApolloMakingAStar.com

- Potential contestants can upload their videos beginning Monday July 11 through Friday, August 5.
- Online voting will take place simultaneously with online submissions during the same time period.

AUDITION ELIGIBILITY AND GUIDELINES

Auditions are open to SINGERS ONLY ages 18 and older throughout the continental U.S. Those chosen from the audition will have the chance to perform and compete on the legendary stage during the September 21st Amateur Night at the world-famous Apollo Theater in New York.

- Auditions are open to amateurs (an amateur is anyone who does not have a contract with a major label or studio).
- Contestants must be 18 or older
- For live auditions contestants will have up to 90 seconds to audition.
- There will not be a band on site during Auditions. Singers may bring a CD or perform a cappella.
- If bringing a CD for the audition, it cannot be in CD-RW format.
- All auditions should be in good taste and with no profanity (including the “N” word).
- No lip synching, singing along with track vocals or post-production engineering of vocals is permitted.
- All contestants must be available to travel to New York City from September 19-21, 2016.

Visit www.apollotheater.org for further details.

ADVANCE PRESS OPPORTUNITIES

All Media **MUST RSVP** prior to event. ALL requests for coverage must be submitted to Nina Flowers via email to nina.flowers@apollotheater.org

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.

Get social! For exclusive photos, updates and more use the hashtags #ApolloAtEssence and #ApolloMakingAStar

Follow the Apollo Theater:
[Facebook.com/apollotheater](https://www.facebook.com/apollotheater)
[Twitter.com/apollotheater](https://twitter.com/apollotheater)
[YouTube.com/apollotheater](https://www.youtube.com/apollotheater)
[Instagram.com/apollotheater](https://www.instagram.com/apollotheater)

Amateur Night at the Apollo is sponsored by Coca-Cola.

#