

APOLLO

The Apollo Theater Presents
The Originals: DMX
Featuring N.O.R.E., Jim Jones, Jadakiss & Friends
With DJ Scram Jones

Some of New York's Most Legendary Emcees
Return to the Apollo Stage for an Epic One Night Concert

Friday, August 5, 2016 – 8 p.m.

Tickets Go on Sale on Friday, July 8 at 10 a.m.

New York, NY, June 29, 2016 –The Apollo Theater announced today that it will present ***The Originals: DMX*** featuring **N.O.R.E., Jim Jones Jadakiss** & friends with **DJ Scram Jones**, an epic hip-hop concert featuring some of New York's most legendary emcees - on Friday, August 5, at 8 p.m. The show will see the Theater return to its hip-hop roots. This one night only concert will see the iconic Theater returning to its hip-hop roots with all of the artists in the show having performed on the Apollo stage early in their careers and throughout.

Tickets go on sale to the general public Friday, July 8, 2016 at 10 a.m. Apollo A-List can purchase tickets before the general public beginning Wednesday, June 29 at 10 a.m. through Thursday, July 7 at 11:58 p.m.

The Apollo helped foster the careers of many legendary hip-hop artists throughout the 1980's, 1990's and 2000's, including Tupac, Notorious B.I.G., Jay Z and DMX. From the Cold Chillin' record label beginning its first national tour at the Apollo in 1988 with the Juice Crew All-Stars to the Notorious B.I.G. introducing then up-and-coming artist Jay-Z to the Apollo audience to Def Jam hosting its *Survival of the Illest Tour* in the late 1990's to the Apollo's presentation of the international Hip Hop Dance Theater Festival, *Breakin' Convention* in 2013 and 2015. Hip-Hop has always been a major part of the Apollo's rich legacy.

DMX, one of rap's most talented rappers and a founding member of Ruff Ryders, shot to stardom in 1998 with his debut Def Jam single, "Get at Me Dog," a gold-selling smash on the rap and dance charts which paved the way for his full-length debut, *It's Dark and Hell Is Hot*, to debut at number one on the pop charts. He went on to make his feature film debut co-starring in Hype Williams' cult class *Belly*. DMX's second album, *Flesh of My Flesh, Blood of My Blood* entered the charts at number one and eventually went triple platinum. Since, the Grammy award-nominated rapper has gone down in history as the first artist to have their first four albums enter the charts at number one.

With nearly two decades under his belt, hip-hop and reggaeton artist **N.O.R.E.** first rose to prominence as one half of the popular East Coast hip-hop duo Capone-N-Norega. His debut solo album, *N.O.R.E.*, is considered a hip-hop classic spewing the mega hits "Superthug" and "Banned from T.V. Today the Queens rapper continues to make music and is the host of the popular podcast, *Drink Champs* which launched in early 2016 along with his seventh solo project *Drunk Uncle*.

Harlem native **Jim Jones** is a founding member of the hip-hop collective The Diplomats, also known as Dipset, alongside Cam'ron, Freekey Zekey and Juelz Santana. In 2006, Jones released his third solo album, *Hustler's P.O.M.E. (Product of My Environment)* which spawned the hit single "We Fly High." The track reached number five on the Billboard Hot 100 and was certified platinum. He recently released his fifth studio album, *The Kitchen*.

Since signing with Bad Boy in the early 1990's - during which time he was taken under The Notorious B.I.G.'s wing - **Jadakiss** has gone on to become one of the most respected hip-hop artists in the industry. He started his career as a founding member of the hip-hop trio, The LOX, alongside Styles P and Sheek Louch. In 1998, The LOX released their debut album "Money, Power & Respect," which was certified Platinum. Each member would go on to achieve solo success with Jadakiss releasing his debut solo album, *Kiss tha Game Goodbye*, in August 2001 on the Ruff Ryders/Interscope label. Most recently, he released his fourth studio album, *Top 5 Dead Or Alive*.

DJ Scram Jones, of Power 105.1 and Shade 45, is a Grammy award -nominated producer and emcee from New Rochelle, New York. He has produced music for the Wu-Tang Clan, Mariah Carey, Jae Millz, Saigon and Lloyd Banks. As an emcee he has been featured alongside Nas, Saigon, Styles P, Kool G Rap and Immortal Technique. He has also been featured in *The Source* magazine's "Unsigned Hype" column.

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*Tickets are \$45, \$60, \$75 and \$100. **VIP tickets are \$150.** All tickets will be available at the Apollo Theater Box Office: (212) 531-5305, 253 West 125th Street. Ticketmaster at 1-800- 745-3000 or www.ticketmaster.com.*

Box Office Hours:

Mon, Tues, Thurs, Fri – 10:00am - 6:00pm

Wednesday – 10:00am - 8:30pm

Saturday – 12:00pm - 6:00pm

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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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