

# APOLLO

**AMATEUR NIGHT AT THE APOLLO  
CELEBRATES HARLEM WEEK**  
*WITH A SPECIAL HALF-PRICE OFFER FOR HARLEM RESIDENTS*  
*Every Wednesday through the Month of August*

*Including Special Harlem Week, Inc. Scholarship Presentations to  
Area Students and Organizations*

*And Guest Appearances from  
Monifah, Harlem Samba, and Selena Hill, Tina Dixon and DJ Justice  
of WHCR-FM  
Starting Wednesday August 8<sup>th</sup> at 7:30 P.M.*

(Harlem, NY- August 1, 2018) — *Amateur Night at the Apollo Sponsored by Coca-Cola* will celebrate **HARLEM WEEK** with special shows on **August 8<sup>th</sup>, 15<sup>th</sup> and 22<sup>nd</sup>** at **7:30 p.m.** - in honor of the unique and diverse essence of Harlem. The annual celebration at the **Apollo Theater** will include special guest performances and appearances by some of Harlem's very own, including **Harlem Samba**, a Brazilian percussion ensemble modeled after the samba school baterias of the Rio de Janeiro carnival (August 8<sup>th</sup>), **Selena Hill, Tina Dixon** and **DJ Justice** of Harlem's Community Radio Station **WHCR-FM** (August 15<sup>th</sup>), and R&B singer-songwriter **Monifah** (August 22<sup>nd</sup>).

Additionally on August 8<sup>th</sup>, NYC youth and organizations will be presented *HARLEM WEEK* scholarships on stage, courtesy of JetBlue, New York Daily News, and The Shubert Organization.

*HARLEM WEEK* is a series of festivities and events that applaud the history of the diverse community that is Harlem. The neighborhood festivity offers over 100 events throughout the months of July and August, attracting over 2 million attendees from all around the world. Created over 40 years ago by Harlem leaders and artists, *HARLEM WEEK* celebrates the many wonders of the historic neighborhood – including the world famous **Apollo Theater**. As one of upper New York City's most active performance venues, the Apollo preserves and promotes the cultural heritage of Harlem and has been a participant in the neighborhood-wide celebration for years.

## **Half-Price for Harlem**

Harlem residents get the added *HARLEM WEEK* bonus of experiencing this Amateur Night at the Apollo show starting at a discounted price of \$11. To take advantage of this special discount offer, Harlem residents must present a valid photo ID and proof of residence when purchasing tickets for these shows at the Apollo Box Office. Restrictions may apply.

## **About Amateur Night at the Apollo**

Since introducing the first Amateur contests in 1934, *Amateur Night* has been the launching pad for some of the biggest artists in the world including D'Angelo, Lauryn Hill, Michael Jackson, James Brown and Ella Fitzgerald - who won the very first year. Now, 81 years later *Amateur Night* continues to be a primary source for discovering new talent and spotlighting up-and-coming artists including Machine Gun Kelly (MGK), Sung Lee, Christian Guardino, Matthew Whitaker, NUMBERS, Matthew Hashimoto, Moses Harper and Nathan Foley.

*Tickets for Amateur Night begin at \$22 and are available at the Apollo Theater Box Office:*

*(212) 531-5305, 253 West 125<sup>th</sup> Street, and Ticketmaster at 1-800-745-3000, [www.ticketmaster.com](http://www.ticketmaster.com).  
*Amateur Night's 2018 Season runs through November 2018 on Wednesday nights at 7:30 p.m.**

*Please see schedule below for Apollo HARLEM WEEK activities:*

### **Amateur Night Celebrates HARLEM WEEK**

*Wednesday, August 8<sup>th</sup> 7:30 p.m.*

*Wednesday August 15<sup>th</sup> 7:30 .m.*

*Wednesday August 22<sup>nd</sup> 7:30 p.m.*

*Apollo Theater – 253 West 125<sup>th</sup> Street, New York, NY*

*Amateur Night* will celebrate *HARLEM WEEK* with guest performances by **Harlem Samba** (August 8<sup>th</sup>), **Selena Hill**, **Tina Dixon** and **DJ Justice** of Harlem's Community Radio Station **WHCR-FM** (August 15<sup>th</sup>), and R&B singer-songwriter **Monifah** (August 22<sup>nd</sup>), as well as scholarship and donation presentations to area students and community organizations.

## **THE APOLLO THEATER AT HARLEM WEEK**

### **HARLEM WEEK Summer in the City**

*Saturday, August 18<sup>th</sup>, 12 p.m. - 6 p.m.*

*West 135<sup>th</sup> Street, from Malcolm X Boulevard to Saint Nicholas Avenue, New York, NY*

Families are invited to join this outdoor event, as Apollo will be a proud exhibitor for *HARLEM WEEK Summer in the City*. The Apollo's *HARLEM WEEK* booth will offer information on the Theater's 2018-2019 Season programs and activities for the family. Participants will also have the option to sign up for the Apollo A-List. This yearly event will take place along 135<sup>th</sup> Street with live radio broadcasts, vendors and exhibitors selling arts & crafts, jewelry, clothing, food and more. *HARLEM WEEK Summer in the City is free and open to the public.*

### **HARLEM WEEK: HARLEM DAY**

*Sunday, August 19<sup>th</sup>, 12 p.m. - 7 p.m.*

*West 135<sup>th</sup> Street, from Malcolm X Boulevard to Saint Nicholas Avenue, New York, NY*

Various Apollo artists will participate during *HARLEM DAY*, featuring 4 stages of entertainment, a health village, the Upper Manhattan Auto Show, vendors and exhibitors from around the country. Various Apollo acts are scheduled to perform on the *HARLEM DAY's* Main Stage at 3:30PM., and the Apollo's vendor booth returns, too. In addition to an exhibitor table, the Apollo will present "The Apollo Hour." Hosted by Apollo's In-House Historian and Ambassador, **Billy Mitchell**, "Amateur Hour" will include a set of live performances from artists who have a relationship with the Theater. *HARLEM WEEK: HARLEM DAY is free and open to the public.*

*For the full HARLEM WEEK Schedule, please visit [www.Harlemweek.com](http://www.Harlemweek.com)*

*\*Schedule and Artists Subject to Change*

**Box Office Hours:**

Mon, Tues, Thurs, Fri – 10:00 a.m. - 6:00 p.m.

Wednesday – 10:00 a.m. - 8:30 p.m.

Saturday – 12:00 p.m. - 6:00 p.m.

**About the Apollo Theater**

The legendary Apollo Theater—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.

With music at its core, the Apollo’s programming extends to dance, theater, spoken word, and more. This includes special programs such as the blockbuster concert Bruno Mars Live at the Apollo, 100: The Apollo Celebrates Ella, the annual Africa Now! Festival, and the New York premiere of the opera We Shall Not Be Moved. The Apollo is a performing arts presenting organization that also produces festivals and large-scale dance and music works organized around a set of core initiatives that celebrate and extend 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 collaborations 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.

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

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