

APOLLO

AMATEUR NIGHT AT THE APOLLO

In Partnership with Coca-Cola

Launches The “Coke Save”

Text to Vote for Special Livestreamed Performances

(Harlem, NY- October 4, 2018) — Starting October 10th, the Apollo Theater in partnership with Coca-Cola will launch the “Coke Save” a new interactive audience experience that gives online viewers the opportunity to actively participate in *Amateur Night at the Apollo*. For special livestreamed performances viewers can save a contestant from elimination through the new Text To Vote online system by texting **ANVoting** to **555888** – that contestant will receive the Coke Save.

Amateur Night will roll-out the Coke Save Text To Vote option during the October 10th Show-Off and the November 14th Top Dog shows. With this new voting system, three contestants will advance to the next round of competition, via the live audience, while a fourth will be saved from elimination by the Coke Save via the digital audience.

Since its inception in 1934, the Apollo Theater’s signature show, Amateur Night at the Apollo, has been one of New York City’s most popular live entertainment experiences, launching the careers of thousands of performers and attracting audiences from all over the world. Amateur Night has long been revered by artists as a transformative experience where up-and-coming talent feel the power of the legendary performers who have come before them, and where audience responses can help make or break a career. Ella Fitzgerald, James Brown, Stevie Wonder, Lauryn Hill, Machine Gun Kelly and Michael Jackson are just a few of the legendary performers who launched their careers on the Apollo stage.

Tickets and Information:

Tickets for Amateur Night at the Apollo begin at \$22 and are available at The Apollo Theater Box Office: (212) 531-5305, 253 West 125th Street, and Ticketmaster at 1-800-745-3000, www.ticketmaster.com. Amateur Night’s 2018 Season runs through November 2018 on Wednesday nights at 7:30 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*, the world premiere theatrical reading of Ta-Nehisi Coates’s National Book Award-winning *Between the World and Me, 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 Michael Jackson, Ella Fitzgerald, Stevie Wonder, Billie Holiday, James Brown, D'Angelo, Lauryn Hill, Dave Chappelle, Machine Gun Kelly, Miri Ben Ari, Sarah Vaughan, Gladys Knight, and Luther Vandross; and the Apollo's forward-looking artistic vision continues to build on this legacy. For more information visit <https://www.apollotheater.org/>

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

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