

APOLLO

THE APOLLO THEATER CELEBRATES HARLEM WEEK WITH *HALF-OFF FOR HARLEM* AND A SPECIAL UPTOWN HALL ABOUT HARLEM ON AUGUST 15

(Harlem, NY- July 29, 2019) — Today, the Apollo Theater announced special programs and offers to celebrate Harlem and HARLEM WEEK throughout the month of August. HARLEM WEEK is an annual celebration of the best of Harlem which began in 1974 as HARLEM DAY, a one-day event of encouragement and fellowship in Harlem for New Yorkers. Given the huge success of the celebration, additional days were added to showcase the community's rich economic, political and cultural history. HARLEM WEEK now offers over 110 events throughout the summer to over 2 million attendees, including participants and visitors from around the world. HARLEM WEEK celebrates the many wonders of the historic neighborhood – including the world famous Apollo Theater.

THE APOLLO THEATER AT HARLEM WEEK

Amateur Night at the Apollo Sponsored by Coca-Cola will celebrate **HARLEM WEEK** with a month-long offer, *Half-Off for Harlem* and a special presentation on **August 14th at 7:30 p.m.** to honor the unique and diverse essence of Harlem. The annual celebration at the Apollo Theater will feature scholarship and financial support presentations to exceptional NYC youth and education support programs, courtesy of Apollo Theater and HARLEM WEEK sponsor, Citi, and HARLEM WEEK sponsors Donaldson & Chilliast, LLP, and WBLS-FM.

Amateur Night at the Apollo salutes HARLEM WEEK/Half-Off for Harlem

Wednesday, August 7th, 2019 7:30pm

Wednesday, August 14th, 2019 7:30pm

Wednesday, August 21st, 2019 7:30pm

Wednesday, August 28th, 2019 7:30pm

Harlem residents, employees and business owners get the added HARLEM WEEK bonus of experiencing *Amateur Night at the Apollo* for half-off throughout the month of August. To take advantage of this special discounted offer, one must present a proof of either Harlem residence, or current student I.D. from a Harlem school, or current work I.D. from a Harlem business when purchasing tickets for these shows at the Apollo Box Office. Restrictions may apply.

Regular priced tickets for Amateur Night begin at \$24 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 2019 Season runs through November 2019 on Wednesday nights at 7:30 p.m.

Apollo Uptown Hall: Harlem's Culture – Past. Present. Future.

On Thursday, August 15 at 7:00 p.m., the Apollo Theater will present *Apollo Uptown Hall: Harlem's Culture – Past. Present. Future.*, gathering thought leaders from some of Harlem's most influential arts organizations to celebrate milestone anniversaries in the Harlem arts community and discuss what role these cultural organizations will play in either preserving traditions or advancing change. Moderated by Spectrum News NY1's **Cheryl Wills**, WBSL's **Imhotep Gary Byrd**, and New York Amsterdam News' **Herb Boyd**, the discussion will feature a panel of thought leaders from the Harlem arts community including, Apollo Theater's Executive Producer, **Kamilah Forbes**; National Black Theatre's CEO, **Sade Lythcott** and Director of Theatre Arts, **Jonathan McCrory**; Dance Theatre of Harlem's Executive Director, **Anna Glass**, and Artistic Director, **Virginia Johnson**; The African-American Day Parade's Chairman, **Yusuf Hasan**; and HARLEM WEEK Inc.'s Chairman, **Lloyd Williams**, and Board Member, **Donna Walker-Kuhne**, with music by WBSL's **Kool DJ Red Alert**. The event will feature performances by Memphis-based singer **Keia Johnson**, the **Marching Cobras Drumline and Danceline**, and a special presentation by **Keisha Sutton-James**, granddaughter of Harlem politician **Percy E. Sutton**.

The event is free with RSVP.

HARLEM WEEK's HARLEM DAY

On Sunday, August 18, the Apollo's booth at HARLEM DAY will offer information on the Theater's Fall/Winter 2019 season and activities for the family. The Theater will also present various Apollo acts on the main Stage for *The Apollo Hour*, hosted by Billy "Mr. Apollo" Mitchell. These acts include Michelle Galvis, a 13-year-old singer and *Amateur Night at the Apollo* alumni; Drew Fraser, an *Apollo Comedy Club* alumni; and Jessica Betts, *Apollo Music Café* alumni. HARLEM DAY will take place along 135th Street with live radio broadcasts, vendors and exhibitors selling arts & crafts, jewelry, clothing, food and more. HARLEM WEEK events are free and open to the public.

For the full HARLEM WEEK Schedule, please visit 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, 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

The Apollo's 2019-2020 season is made possible by leadership support from Coca-Cola, Citi, Ford Foundation, Howard Gilman Foundation, and the Jerome L. Greene Arts Access Fund in the New York Community Trust.

Public support for the Apollo Theater is provided by the National Endowment for the Arts, the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature, and from the New York City Department of Cultural Affairs in partnership with the City Council.

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