

# APOLLO

## **Media Advisory** **Apollo Theater Kicks Off Black History Month** **With a Free Open House** **Featuring film screenings, music, storytelling and** **special performances**

### *Apollo Open House*

Free and Open to the Public

*February 1<sup>st</sup> from 1 p.m. – 6 p.m.*

**WHAT:** This February, the world famous Apollo Theater will kick off Black History Month with ***Apollo Open House: Celebration of Cool*** on Saturday February 1<sup>st</sup> from 1 p.m. – 6 p.m., to celebrate and explore the rich history of the Theater as it continues the legacy of Black History.

***Apollo Open House: Celebration of Cool***, free and open to the public, will be hosted by **Billy “Mr. Apollo” Mitchell** and *MetroFocus*’ **Jenna Flanagan**, with music by WBGO’s host of *Afternoon Jazz* **Keanna Faircloth**. The event will include film screenings, presentations, and performances by GRAMMY™ award-winners **Casey Benjamin** and the **Keyon Harrold Quartet**. In addition to the mainstage performances, there will be an advanced screening of the documentary ***American Masters - Miles Davis: Birth of the Cool*** followed by a post film talkback moderated by NJTV News Anchor and WBGO-FM host **Michael Hill**, with director **Stanley Nelson**, legendary producer **James Mtume**, **Keyon Harrold**, **Angeleisha Rogers** and **Vince Wilburn**.

Additional activities include ***Apollo Open House: For the Cool Kids*** on the Theater’s Soundstage –hosted by *Apollo Music Café*’s **Jodine Dorce** and DJ **Hard Hittin’ Harry**. This event, focused on school-aged children, will feature interactive activities including a screening of the new PBS KIDS special ***The Rhythm and Roots of Arthur*** presented by THIRTEEN, WBGO Kids Jazz presents ***I Have a Song Inside My Heart***™, performances from the National Jazz Museum in Harlem’s **Oom Bop Sh’Bam**, **Sugar Hill Children’s Museum of Art & Storytelling**’s “What is Cool about Harlem,” and **ImageNation**’s screening of award-winning miniseries, ***Little Apple***.

Admission is free with RSVP. For tickets and additional information, visit [www.apollotheater.org/openhouse](http://www.apollotheater.org/openhouse).

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

**TICKETS:** **Apollo Open House is free and open to the public.**

**ABOUT US: 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 the world premiere of the theatrical adaptation of Ta-Nehisi Coates’s *Between the World and Me* and the New York premiere of the opera *We Shall Not Be Moved*; special programs such as the blockbuster concert *Bruno Mars Live at the Apollo*; *100: The Apollo Celebrates Ella*; and the annual *Africa Now! Festival*. The non-profit Apollo Theater is a performing arts presenter, commissioner, and collaborator that also produces festivals, large-scale dance and musical works organized around a set of core initiatives that celebrate and extend the Apollo’s legacy through a contemporary lens, including the *Women of the World (WOW) Festival* as well as other 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 Ella Fitzgerald, Sarah Vaughan, Billie Holiday, James Brown, Stevie Wonder, Gladys Knight, Luther Vandross, H.E.R., D’Angelo, Lauryn Hill, Machine Gun Kelly and Miri Ben Ari; and the Apollo’s forward-looking artistic vision continues to build on this legacy.

In fall 2020, the Apollo Theater will mark its first ever physical expansion with the theaters at the Victoria, part of the vision for a future Apollo Performing Arts Center. The theaters at the Victoria will support the growth of the Apollo’s artistic programming as it continues to provide a home to artists of color, create an expanded 21st century American performing arts canon, and provide additional educational and community programming in Harlem and beyond. For more information about the Apollo, visit [www.ApolloTheater.org](http://www.ApolloTheater.org).

**Apollo Theater Information**

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.

**CONTACT:**

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