

Black Rock Word

Written by Robert ID755

Monday, 24 January 2005 23:26 -

Black Rock & Word has named Little Kid's Rock (LKR) as its primary beneficiary for their Black History Month charity drive. A portion of the proceeds generated from ticket sales will support (LKR) music programming across the U.S. Black Rock & Word is an exclusive concert series that was created to benefit Little Kid's Rock, an organization dedicated to creating music programs and providing instruments as well as skilled instructors to elementary and junior high schools whose funding for such programs has been cut.

Headlining and host Ras Baraka (son of famed poet/activist and artist Amiri Baraka) Deputy Mayor of Newark New Jersey, Hip Hop royalty Buckshot (Black Moon); spoken word artists, EJ Serrano & MarXman of the Nuyorican Poets Café, Tshaka (NaturalKink.com) and soul singer Brooklyn Red are among the artists expected to share the Apollo Theater stage for this once-in-a-lifetime concert event.

Black Rock & Word will feature Rock, Jazz, Neo-Soul, Hip Hop and Spoken Word as apart of its music program. Event creator and spokesman Shaun Saunders says, "We (those taking part in BLACK ROCK AND WORD) are very excited to be involved with LITTLE KIDS ROCK. It is important for those of us working in the entertainment industry to realize the importance of and support music education in schools. This program has the potential of fostering the fledgling talents of the world's next generation of Grammy Award-winners."

A growing list of industry heavy weights has signed on to support Black Rock & Word and the mission of Little Kid's Rock. Starbucks Coffee Company and Johnson Development Corporation (JDC) via its Urban Coffee Opportunities program; urban apparel leader South Pole (USA); Handset Media (Ring tones); OKAYPLAYER.COM and URB Magazine round out the list.

To find out more about Black Rock & Word and Little Kid's Rock we invite you to visit:
www.blackrockandword.com or www.littlekidsrock.org

WHO: Ras Baraka (Deputy Mayor of Newark, New Jersey), Buckshot (Black Moon), Brooklyn Red, EJ Serrano (Nuyorican Poets Cafe), MarXMan (BET), Tshaka (NaturalKink.com) and more

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WHAT: To support music programming in schools across the United States. Tickets are on sale now!

WHEN: Sunday, February 6, 2005

WHERE:

Apollo Theater, 253 West 125th Street, New York, NY

(between Adam Clayton Powell Blvd and 7th Ave.)

7:00 p.m. (Showtime)

Box Office: (212) 531-5301

Online: www.apollotheater.com