

## A Week of Hip-Hop Honors Slated in NY

Written by Robert ID2475

Friday, 31 March 2006 15:54 -

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Honoring hip-hop and rap legends the likes of the mighty hip-hop group the Wu-Tang Clan, hip-hop pioneer Afrika Bambaataa, hip-hop entrepreneur Russell Simmons, female rap legend MC Lyte, hip-hop mic expert Rakim, hip-hop notables the Beastie Boys and west coast gangsta rap artist and hip-hop legend Eazy E; the 3rd annual "VH1 Hip Hop Honors," will be held again this year in New York City.

The music and influence of each of the honorees will be recognized through performances by classic artists in collaboration with today's hottest new talent. The star-studded event is slated to take place at the famed Hammerstein Ballroom on Saturday, October 7, 2006 and will be broadcast on VH1 on Tuesday, October 17, 2006 at 8PM\*.

"VH1 Hip Hop Honors" is a VH1-created and pioneered awards special that honors hip hop's pioneers and luminaries who have transformed this musical genre into a cultural phenomenon. Since its inception, New York City has served as the inaugural host city to launch this special event and concert.

VH1, headquartered in New York City, has staged many of its special events in New York City - most recently collaborating with NYC Big Events to produce the 2005 "VH1 Save the Music" Benefit Concert. Utilizing the NYC Big Events business model, a series of events and promotions will be scheduled in all five boroughs in the months and weeks leading up to the "VH1 Hip Hop Honors."

Hip Hop Honors Week will kick off on Thursday, October 12 with Education Day, where famed hip hop artists will work with kids in New York City's public schools. Day two, Friday, will be Restaurant Day during which restaurants in all five boroughs will feature special discounts and promotions and play hip hop music throughout the week. On Music and Culture Day - Saturday, October 14 - hip hop artists and DJs will perform in clubs citywide, and New Yorkers will be able to enjoy special events and promotions at City's famed cultural organizations. Sunday, October 15 will be Sports and Parks Day, when hip hop legends will take the field and join the famous New York City sports scene. New Yorkers can look forward to fun activities connected to our local sports teams that which will offer fans the opportunity to get up and close with their favorite stars. On Monday, October 16- Fashion and Shopping Day - New Yorkers will find exciting events in the fashion community where hip hop has set trends and become a global craze. And, finally, "VH1 Hip Hop Honors" Week will end with "Hip Hop Honors" Day on Tuesday, October 17, when viewers can tune in to VH1 and see hip-hop legendary rapper Ice-T host the broadcast of the 3rd Annual "VH1 Hip Hop Honors."

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