



The Recording Academy[®]

3030 Olympic Boulevard • Santa Monica, CA 90404

www.grammy.com

MORE THAN 30 GRAMMY[®] WINNING AND NOMINATED ARTISTS TO PERFORM AT INAUGURAL GRAMMY PARK[™] IN BROOKLYN, N.Y., MAY 5–8, 2016

Ten Concerts Featuring Artists Awarded With 40-Plus GRAMMY Awards Set For Brooklyn's Picturesque Prospect Park Bandshell And The Historic Kings Theatre.

SANTA MONICA, Calif. (April 4, 2016) — To showcase and celebrate excellence in music across genres, The Recording Academy[®] has partnered with Upsilon Ventures, producer and developer of iconic destinations and visitor experiences and the New York City Mayor's Office to present GRAMMY Park[™] the first GRAMMY[®]-branded, multiday live music experience.

Over the course of four days and 10 live concert performances, more than 30 artists, collectively honored with 40-plus GRAMMY and Latin GRAMMY Awards[®], will converge in Brooklyn to celebrate the rich musical diversity of various genres, including R&B, hip-hop, gospel, pop, Latin, and jazz.

Live music performances and signature Artist Spotlights featuring seven-time GRAMMY winner **Toni Braxton**, three-time GRAMMY winner **NE-YO** with **Jazmine Sullivan**, and a special evening featuring GRAMMY nominees **Robin Thicke** and **Aloe Blacc** will take place in two of Brooklyn's most iconic locations, the Prospect Park Bandshell and the historic Kings Theatre. Additional special events and programs will be held at LeFrak Center at Lakeside, Prospect Park.

Ticket prices for GRAMMY Park range from \$35 to \$175 for VIP packages, and are on sale now www.GRAMMYPark.com.

Free concert events — open to the public — include a special concert featuring emerging artists and jazz ensembles on Saturday, May 7 at 10 a.m. and a Mother's Day gospel concert on Sunday, May 8 at noon, both at Prospect Park Bandshell. Each concert requires a ticket. For free ticket information, please visit www.GRAMMYPark.com.

Thursday, May 5

8 p.m.

Artist Spotlight: NE-YO with Jazmine Sullivan

Location: Kings Theatre

NE-YO (three-time GRAMMY[®] winner) with
Jazmine Sullivan (11-time GRAMMY nominee)

Friday, May 6

5:30 p.m.

Changing The Game

Location: Kings Theatre

A provocative conversation about hip-hop's impact on the music world and society, featuring Joey Badass and the groundbreaking artists listed below.

8 p.m.

Hip-Hop Groundbreakers: Concert

Chuck D (six-time GRAMMY nominee)

Just Blaze (six-time GRAMMY nominee)
MC Lyte (two-time GRAMMY nominee)
Rahiem
Keith Shocklee
The Kidd Creole
Ray Chew, music director

7 p.m.

Latin Mix

Location: Prospect Park Bandshell
Natalia Lafourcade (GRAMMY winner; seven-time Latin GRAMMY winner)
Arturo O'Farrill & The Afro-Latin Jazz Orchestra
(O'Farrill, three-time GRAMMY winner; Latin GRAMMY winner)
Alex Cuba (four-time Latin GRAMMY winner)
Additional performers to be announced

Saturday, May 7

10 a.m.

The Next Generation: Emerging Artists - (free and open to the public)

Location: Prospect Park Bandshell
Showcasing emerging stars of the jazz world; performers to be announced.

2 p.m.

Jazz All-Stars

Location: Prospect Park Bandshell
Monty Alexander - Harlem Kingston Express (Alexander, GRAMMY nominee)
Terence Blanchard featuring The E-Collective (Blanchard, four-time GRAMMY winner)
Kurt Elling (GRAMMY winner)
Christian McBride Trio (McBride, five-time GRAMMY winner)
Cécile McLorin Salvant (GRAMMY winner)
John Patitucci Electric Guitar Quartet (Patitucci, GRAMMY winner)

8 p.m.

Artist Spotlight: Robin Thicke & Aloe Blacc

Location: Kings Theatre
Robin Thicke (five-time GRAMMY nominee) and
Aloe Blacc (GRAMMY nominee)

Sunday, May 8

Noon

Gospel Concert - (free and open to the public)

Location: Prospect Park Bandshell
Hezekiah Walker (two-time GRAMMY winner)
BeBe Winans (six-time GRAMMY winner)
Ray Chew, music director

7 p.m.

Big Band & Broadway Remix

Location: Prospect Park Bandshell
Christian McBride Big Band
Special Guests:
Jonathan Butler (two-time GRAMMY nominee)
Andra Day (two-time GRAMMY nominee)
Dianne Reeves (five-time GRAMMY winner)
Additional performers to be announced

7 p.m.

Toni Braxton

Location: Kings Theatre

Toni Braxton (seven-time GRAMMY winner)

"As The Recording Academy recognizes musical excellence every year with our annual GRAMMY Awards®, we also celebrate musical diversity year-round through our many events and programs, and GRAMMY Park will do just that," said Branden Chapman, Executive In Charge Of Production & Chief Business Development Officer of The Recording Academy. "We're excited to offer the public the opportunity to experience various music genres and share the cultural diversity of the GRAMMYs®, and there is no better place to do this than the Big Apple."

"All year long Brooklynites and New Yorkers flock to Prospect Park to attend free concerts, get fit and stay healthy, and simply take in the beautiful scenery," said NYC Parks Commissioner Mitchell J. Silver, FAICP. "We look forward to working with The Recording Academy to provide visitors with another cultural opportunity to celebrate all things music and New York City's diversity."

"We are honored to work with The Recording Academy, and also look forward to working with the New York City Mayor's Office and New York City Parks to create a multifaceted experience that has never been done before," said Itai Shoffman and Sar Inbar, Principals of Upsilon Ventures. "New York City is the epicenter for music and we intend to take guests of GRAMMY Park on a musical journey that blends best-in-class concerts, and experiences and events with local, national and international artists."

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers, and recording professionals dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education, and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYs on [Twitter](https://twitter.com/TheGRAMMYs), "like" The GRAMMYs on [Facebook](https://www.facebook.com/grammy), and join The GRAMMYs' social communities on [Google+](https://plus.google.com/+TheGRAMMYs), [Instagram](https://www.instagram.com/grammy), [Tumblr](https://www.tumblr.com/grammy), and [YouTube](https://www.youtube.com/grammy).

About Upsilon Ventures, LLC

Upsilon Ventures, LLC, is a project development, marketing, hospitality, and production firm specializing in creating one-of-a-kind destinations through public-private partnerships, and innovative and iconic destinations, temporary retail, events, and hospitality activities. Upsilon Ventures' portfolio in addition to GRAMMY Park™ includes Bank of America Winter Village at Bryant Park, Celsius at Bryant Park, The Holiday Shops at Bryant Park, Westfield World Trade Center, Lakeside at Prospect Park, a 26-acre multifaceted premier community destination in Brooklyn and Seaport District NYC; along with numerous other projects and programs with a diverse slate of brands and companies. For more information on Upsilon Ventures' programs and project portfolio, please visit www.upsilonventures.com.

###

Media Contact:

Jerry J. Sharell
The Recording Academy
310.392.3777
jerry.sharell@grammy.com

Timothy J. Hill
Upsilon Ventures
212.661.6640
thill@upsilonventures.com