



HIP HOP 50 LIVE - A STAR-STUDED CONCERT
FEATURING
RUN DMC's "BOTTOM OF THE NINTH...THE WALK-OFF" PERFORMANCE
LIL WAYNE, SNOOP DOGG & ICE CUBE

ON THE DAY IT BEGAN IN THE BRONX, WHERE IT ALL STARTED
FRIDAY, AUGUST 11, 2023, YANKEE STADIUM, BRONX, NY

QUEENS OF HIP HOP SET:
EVE, LIL KIM, REMY MA, TRINA & MORE

ALSO PERFORMING LIVE:
T.I., FAT JOE, COMMON, A\$AP FERG, EPMD, GHOSTFACE KILLAH, LUPE FIASCO, SLICK RICK
AND MORE TO BE ANNOUNCED

A PILLAR OF HIP HOP SET with
KOOL HERC & CINDY CAMPBELL, GRANDMASTER CAZ, KURTIS BLOW, MELLE MEL,
ROXANNE SHANTE, SCORPIO, SUGARHILL GANG AND MORE TO BE ANNOUNCED

[Download Art & Trailer Here](#)

EMMY Award-Winner and BASSic Black Entertainment CEO Adam Blackstone and
Partner/Producer/Keyboardist Omar Edwards to Serve As Creative Music Directors

TICKETS AVAILABLE BEGINNING WITH PRESALES ON THURSDAY, JUNE 8;
GENERAL ONSALE BEGINS ON FRIDAY, JUNE 9 AT 10 A.M. EST

New York, NY. June 5, 2023 – On Hip Hop's 50th birthday, **Friday, August 11**, in Hip Hop's birthplace, The Bronx, the genre's biggest names will come together for a legendary, celebratory concert - **Hip Hop 50 Live at Yankee Stadium**. The can't-miss milestone event will feature **Run DMC's** 'Bottom of the Ninth...The Walk-Off' performance, **Lil Wayne, Snoop Dogg, Ice Cube** and more talent to be announced. A "Queens of Hip Hop" set will feature **Eve, Lil Kim, Remy Ma, Trina** and more. Additional performers include: **T.I., Fat Joe, Common, A\$AP Ferg, EPMD, Ghostface Killah, Lupe Fiasco** and **Slick Rick**. A "Pillars of Hip Hop" set will feature **Kool Herc & Cindy Campbell, Grandmaster Caz, Kurtis Blow, Melle Mel, Roxanne Shante, Scorpio** and the **Sugarhill Gang**, and a "Legendary DJ" set will have **Clark Kent, Marley Marl, Mannie Fresh** and **Battlecat**.

Tickets will become available beginning with presales on Thursday, June 8 at 10 a.m. EST until 10 p.m. EST before the general on-sale on **Friday, June 9** at 10 a.m. EST **HERE**. **Hip Hop 50 Live at Yankee Stadium** tickets will start as low as \$50. Early bird access to tickets will be granted to Renaissance Youth Center, New Settlement, SCAN-Harbor, Madison Square Boys & Girls Club, Kips Bay Boys & Girls Club, North East Bronx YMCA, Castle Hill YMCA, New York Urban League, Hispanic Federation, Bronx Chamber of Commerce, Bronx Community Foundation, and CORO New York Leadership Center.

Hip Hop 50 Live at Yankee Stadium is co-produced by **Mass Appeal, Live Nation**, and the **New York Yankees**. Additional acts will be announced in the coming weeks. Lineup is subject to change. EMMY Award-winner and BASSic Black Entertainment CEO **Adam Blackstone**, who was the musical director for the dynamic, star-studded halftime show at Super Bowl LVI, where he also performed bass guitar on stage with Dr. Dre, Snoop Dogg, and Eminem, is serving as managing creative MUSIC director, along with partner, producer/keyboardist **Omar Edwards** (Musical Director for JAY-Z).



YANKEE STADIUM TO HOST HIP HOP 50 ON FRIDAY, AUGUST 11, 2023, continued

“I am honored to hit the stage in the Bronx, the birthplace of Hip Hop and celebrate all of my heroes,” said **RUN**.

“Aug 11th is Hip Hop’s 50th birthday! So...’Up in the Bronx’ where it all started we will be celebrating this historic moment in history! I am honored to pay tribute to the culture that allowed this little shy kid from Queens to grow up and become The Mighty King of Rock! Thank you Hip Hop!!!” said **DMC**.

Hip Hop 50 Live at Yankee Stadium is the latest announcement surrounding Mass Appeal’s Hip Hop 50 initiative - a massive cross-platform initiative that celebrates Hip Hop’s momentous anniversary in the most authentic and globally impactful way possible by acknowledging and recognizing Hip Hop as not only a genre but a movement that has impacted the worldwide community.

About Hip Hop 50

Hip Hop 50 is Mass Appeal’s love letter to Hip Hop. A manifestation of the company’s commitment to celebrating the culture in the most authentic and globally impactful way possible. Hip Hop 50 is activating through unique storytelling that is realized in timeless content, original music, live experiences, strategic partnerships, custom products and much, much more. Every facet of the Hip Hop 50 Universe includes a charitable component connected to the Universal Hip Hop Museum. Find #HipHop50 online, on-air and on the block.

About Mass Appeal

Mass Appeal is an entertainment company dedicated to telling stories from the perspective of those who shape and shift culture. Since 1996, we have documented the emerging movements that influence popular ideas. Today, Mass Appeal is the elevated voice of Hip Hop and its ever-expanding sphere of influence. Integrated offerings in content, music, and creative services stoke Mass Appeal’s ability to maximize the impact of our output. Our diverse school of thought separates us from friends and foes alike. Follow Mass Appeal on all social platforms @massappeal.

About Live Nation Entertainment

Live Nation Entertainment, Inc. (NYSE: LYV) is the world's leading live entertainment company comprised of four market leaders: Ticketmaster, Live Nation Concerts, Artist Nation Management, and Live Nation Sponsorship. For additional information, visit www.livenationentertainment.com.

About the New York Yankees

Founded in 1903, the New York Yankees (www.yankees.com and @yankees on social media) are the most successful and popular team in Major League Baseball history, having won 27 championships while appearing in 40 World Series. The club plays its home games at Yankee Stadium, which is one of New York City’s most-frequented tourist destinations and home to numerous non-baseball events, including college football’s Bad Boy Mowers Pinstripe Bowl. As a result of their on-field accomplishments and iconic interlocking “NY” logo, the Yankees are among the most recognized brands in the world.

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