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**For Immediate Release**

**LINCOLN PARK COAST CULTURAL DISTRICT CELEBRATES  
10<sup>TH</sup> ANNIVERSARY LINCOLN PARK MUSIC FESTIVAL**

**NEWARK, NJ (June 19, 2015)** — One of Newark's most highly anticipated summer events is celebrating an exciting and important milestone. For the past 10 years, the **Lincoln Park Coast Cultural District** has put on an outstanding 3-day music festival featuring Grammy award winning acts, and an array of local talents that range from Jazz, Gospel, House, Hip Hop and beyond. Excitement is really high for the **10<sup>th</sup> Anniversary Lincoln Park Music Festival** as it draws thousands of visitors every year to the City of Newark.

The **10<sup>th</sup> Anniversary Lincoln Park Music Festival (LPMF)** is scheduled for July 24th through July 26th with various events leading up to the official festival dates taking place around the City of Newark. Lincoln Park is located at the south end of Broad Street, between Washington Street and Broad, downtown Newark, New Jersey. The annual festival is only one tent pole of Lincoln Park Coast Cultural District's unique mission of utilizing creative place making through arts and culture, sustainable development, preservation of historic infrastructure, leadership and community engagement to transform the Lincoln Park Redevelopment Area, an 11- acre, four block site into an arts and cultural district.

As part of its ongoing efforts to revitalize and create a viable cultural center in the historical Lincoln Park area, the Lincoln Park Coast Cultural District (LPCCD), under the guidance of newly appointed executive director **Anthony Smith**, is working on several significant projects. Most notably, LPCCD lead the construction of 18 US Green Building Council (USGBC) LEED mixed-use housing units, which were completed in 2010. LPCCD also participated in the constructing of 66 USGBC LEED Certified affordable housing units with a gold and silver rating. These units benefit from reduced energy consumption and cost, and improved indoor air quality. The completion of these units have added to the attraction to and stability of the neighborhood by eliminating eyesores, increasing the economic income of the area, and attracting a host of new residents including artists, which is essential to the mission of creating an arts and cultural district. Plans are also underway to build 18 condominium unit that are Energy Star Certified, and should be completed by the Fall of 2015.

"With many years of hard work behind it, the LPCCD is dedicated to continue the work of preserving the cultural history of the Lincoln Park area, while creating a rich fertile environment to support our city's creative expression well into the future," expressed Smith.

LPCCD is most known for its annual music festival. The festival was born from the desire to transform the Lincoln Park community by using music rooted in African American tradition. For the past ten years, LPCCD has put on this 3-day music festival featuring unbelievably talented performances and an array of local talent. In the beginning, the attendance was at about 2,000. Since its inception, the festival has grown to more than 50,000 attendees.

"I applaud the Lincoln Park Coast Cultural District on celebrating this 10th year milestone of providing great music and fun for families and visitors alike," said Newark Mayor Ras Baraka. "This musical experience is near and dear to me as my father, Amiri Baraka, participated in past festivals and treasured this event. The Lincoln Park Music Festival is a true mainstay for this great city. Folks who visit Newark during the weekend of the festival, look forward to great food, non-stop fun for the whole family, and continuous music that make you sing, shout, and dance all weekend long. I'm looking forward to celebrating the music festival's 10th year anniversary," Baraka continued.

LPCCD is calling this time of year **#FestivalSeason**. The organization created the hash-tag and has been using it ever since their buzz event this past April, which took place at Rio Lounge in the historic Ironbound, a first for LPCCD. Smith says, "**#FestivalSeason** is our new social media signature of all the exciting plans we have in store during the month of July. We

also have #LPMF10, which will take residents and visitors around the city by sharing different business venues for the pre-events." For example, during the last week of June, LPMF and media partner [AllHipHop.com](http://AllHipHop.com) will shoot viral content at Newark's Club Blue on Branford Place, and hip hop fans can stop by Burger Walla, Center Stage Cuts, or 211 Media Group's studio space and mingle with media partner [AllHipHop.com](http://AllHipHop.com), other music fans, and listen to beats spun by DJs, while patronizing these local businesses.

"I located my business, Burger Walla, on Halsey Street because of the founders of the Lincoln Park Coast Cultural District and Lincoln Park Music Festival," said Kai Campbell, owner of Burger Walla and a Newark native. "Over a decade ago, I worked with the LPCCD founder on the Hip Hop political convention whose headquarters were two doors down from where Burger Walla is now. In a sense, this is all coming full circle as Lincoln Park Music Festival is celebrating their 10th year and Burger Walla is celebrating its first. We're all a sustainable cycle of family, friends, art, culture, and together we try to build up this great city. This is one of the many reasons why I'm super excited for the 10th anniversary at the Lincoln Park Music Festival!"

The 10<sup>th</sup> Anniversary Lincoln Park Music Festival, #FestivalSeason, will continue as follows:

### **Lincoln Park Music Festival Jazzy-Soul Series at Hotel Indigo Newark**

Every Tuesday in July, come grab dinner, drinks and enjoy a cabaret-style intimate performance by a jazz, R&B or neo-soul artist at ALVA at Hotel Indigo. Admission is by dinner reservation at ALVA or two-drink minimum for standing room only. The Lincoln Park Music Festival Jazzy-Soul Series takes place July 7th, 14th, 21st and 28th from 5pm to 9pm at Hotel Indigo, 810 Broad Street, Newark, NJ. Call for reservations [973-242-0065](tel:973-242-0065). Must be 21 years old or over to attend.

### **LPMF Rooftop Cocktail Fundraiser hosted by singer/songwriter Russell Taylor at Robert Treat Hotel Newark**

Enjoy a warm rooftop breeze, cocktails, appetizers, and live DJ with a view overlooking NJPAC's Sounds of the City concert. The event will be hosted by singer/songwriter Russell Taylor, a VH1 "You Oughta Know" 2013 winner, who will treat the attendees to a special live performance. Also appearing Newark's own alternative R&B vocalist, songwriter, Peter Winstead, Jr., who has been touted by BET, DJ Booth, [AllHipHop.com](http://AllHipHop.com), AOL Black Voices, and Centric. There is a nominal admission price of \$45 for this amazing night of music that will raise money for the Lincoln Park Coast Cultural District, a 501(c)(3) nonprofit organization. The Lincoln Park Music Festival Rooftop Cocktail Fundraiser takes place July 15th from 6pm to 11pm at the Robert Treat Hotel, 50 Park Place, Newark, NJ. Tickets go on sale June 26, 2015. Call for information [973-242-4144](tel:973-242-4144). Must be 21 years old or over to attend.

### **LPMF Celebration of Spirit and Dance In The Park!**

Enjoy the largest outdoor music festival of its kind in Newark, NJ's historic Lincoln Park district from July 24th - 26th from 12noon to 8:00pm! Enjoy a summer day filled with performances and activities for the entire family. A detailed breakdown of artist performances to be announced.

### **Festival Villages:**

#### **Sustainable Health and Wellness Village**

Lincoln Park Coast Cultural District is proud to announce for the second year, the **Lincoln Park Music Festival Sustainable Health and Wellness Village** at the festival. Village participants include the Newark Department of Health and Community Wellness, Essex County Department of Senior Services, University Hospital, Newark Beth Israel Hospital, Rutgers School of Nursing, Rutgers Medical School, St. Michael's Medical Center and other community groups and health organizations. The 2015 Sustainable Health and Wellness Village has as its theme "Children and Families" and will be open Friday, July 24<sup>th</sup> through Sunday, July 26<sup>th</sup> from 10am to 5pm.

#### **Kids Zone**

The **Lincoln Park Music Festival Kids Zone** will include activities for children and families including skateboarding, basketball, literacy area, and other demonstrations. Kids Zone will be open Saturday, July 25<sup>th</sup> through Sunday, July 26<sup>th</sup> from 12pm-4pm.

Facebook: [Facebook.com/LincolnParkMusicFestival](https://www.facebook.com/LincolnParkMusicFestival)

Twitter: [@LPCCD](https://twitter.com/LPCCD)

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