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Dear :

2023 marks the 50<sup>th</sup> anniversary of hip-hop, with celebrations planned around the world to HONOR not just the music genre but the pioneers who paved the way, such as Eric B and Rakim. The legendary duo, in collaboration with North to Shore and the New Jersey Performing Arts Center, have planned an EPIC event that will make history in the state. Please review the press release below and let me know if you would like to schedule an interview or a guest appearance with Eric B.

Thank you,

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**FOR IMMEDIATE RELEASE**

**NEW JERSEY CELEBRATES 50 YEARS OF HIP HOP**

**RAP LEGENDS ERIC B & RAKIM SET TO MAKE HISTORY AT THE STONE PONY  
FOR THE NORTH TO SHORE MUSIC FESTIVAL**

**(Atlantic City, New Jersey – May 15, 2023)** The North to Shore Music Festival will Celebrate 50 Years of Hip Hop with a history-making moment when hip-hop legends Eric B & Rakim, hit the stage Tuesday, June 13th at 8:00 pm EST at the Stone Pony in Asbury Park. This, in collaboration with the New Jersey Performing Arts Center and the North to Shore Music Festival.

The golden age hip hop duo Eric B. & Rakim, first exploded onto the scene with the release of the iconic "Eric B. is President" in 1986. Their classic album Paid in Full, which sampled funk and soul-driven tracks, was monumental within the hip hop scene and was named the most excellent hip-hop album of all time by MTV. To this day, Eric B & Rakim remain one of the most iconic duos of hip-hop and are considered pioneers in the culture revered by today's emcees for furthering hip-hop's expansion with their unmatched definitive sound.

Eric B is a hugely influential DJ and beatmaker whose taste for hard-hitting James Brown samples touched off a stampede through the Godfather of Soul's back catalog that continues up to this present day. More than four decades later, he continues to blaze trails in music, business and on the big and small screens. Rakim meanwhile, still tops fan polls as the greatest MC of all time. He crafted his rhymes like poetry, filling his lines with elaborate metaphors and complex internal rhymes. He played with the beat like a jazzman, earning a reputation as the smoothest-flowing MC ever to pick up a mic.

***“Performing at the Stone Pony is definitely a dream come true. I have been TRULY BLESSED during my career to have played at almost every premiere arena and venue around the world. So, to be able to be play at the Stone Pony, which has been the home to countless iconic acts...especially as we celebrate 50 years of hip hop, is unprecedented”, says Eric B.***

Tickets go on sale Thursday, May 18<sup>h</sup> at Noon EST at [www.ticketmaster.com](http://www.ticketmaster.com) and The Stone Pony box office <https://www.stoneponyonline.com>  
For more information on the festival: [www.northtoshore.com](http://www.northtoshore.com)