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***THE AUDIBLE SHOWCASE STAGE
CELEBRATES NEWARK'S RISING VOICES AT
PRUDENTIAL PRESENTS NORTH TO SHORE
FESTIVAL***

Singer-songwriters, DJs, comedians, hip hop artists, spoken word poets, dancers, a jazz violinist and more to be featured at new venue for the city's home-grown stars

For three days at Harriet Tubman Square, the *Audible Showcase Stage* will present festival-goers with giveaways plus FREE performances by a lineup of up-and-coming Newark artists

June 11, 2024 – Newark, NJ – Rising Newark artists will step into the spotlight over three days at the *Audible Showcase Stage*, a new feature of the *Prudential presents North to Shore Festival*, which comes to Newark June 23-30.

From **6 to 9 PM on Friday, June 28**, and from **12 noon to 6 PM on both Saturday, June 29, and Sunday, June 30**, the *Audible Showcase Stage* will offer a continuous series of **FREE** performances by hip hop and R&B artists, comedians, spoken word poets, instrumentalists, dancers and more, with DJ sets in-between, on an outdoor stage in the city's **Harriet Tubman Square**, adjacent to the recently installed monument to Tubman, *Shadow of a Face*.

Performances are just the start of what's on offer. The *Audible Showcase Stage* will effectively be a festival-within-a-festival with games, live music and activities for children throughout the park and food trucks on the park periphery offering a range of cuisines and beverages for kids and adults alike.

This presentation, featuring a **cohort of local artists all on one stage** within easy walking distance of festival venues — such as **NJPAC, The Newark Museum of Art** and the **Newark Public Library** along with the shops and restaurants on **Halsey Street** — is a new feature of *Prudential presents North to Shore Festival*, the three-week, three-city summer celebration of arts and ideas produced by NJPAC, now in its second season.

“The *Audible Showcase Stage* is a way for us to shine a brighter light on a number of our city's up-and-coming performers and, at the same time, it creates a hub where festival visitors can go to extend their stay here, take in performances that give them a real understanding of Newark's incredibly varied cultural landscape, and maybe explore The Newark Museum of Arts or Halsey



Street. It can be a destination or a stepping stone for further exploration,” says **John Schreiber, President and CEO of NJPAC**.

The majority of the local artists and groups appearing on the *Audible Showcase Stage* are **Prudential presents North to Shore Official Selections** — performers chosen from among hundreds of applicants to take part in the event by the festival’s committee of Newark arts professionals and community leaders. Each was given a grant to enable them to appear at the festival.

Overall, this season, the *Prudential presents North to Shore Festival* has **granted \$355,600 to local artists and organizations** in its three host cities: Asbury Park, Atlantic City and Newark.

Audible has long been a champion of Newark, where it has been headquartered since 2007, and the company works to elevate emerging creators through a range of programs that amplify underrepresented voices around the world.

“As the leading storytelling company and one of the largest employers of creative talent in the NYC Metro area, Audible has always been committed to celebrating the creative community,” says **Aisha Glover, Global Head of Urban Innovation at Audible**. “The *Audible Showcase Stage* will highlight the vast creative talent right here in Newark, and we’re thrilled to share their dynamic performances with festival goers.”

“Newark is an international city of the arts and we wanted to curate a snapshot of all the different cultures that make up our city,” says **Marcy DePina, Executive Director of the Newark City Parks Foundation**, which was chosen to produce the *Audible Showcase Stage* in the park. “There are so many unique cultural expressions in Newark. Our goal was to highlight that diversity and make it really welcoming for everyone to come and take part.”

Official Selection artists to be featured at the Audible Showcase Stage include:

- Trinidadian singer, storyteller and activist **Choy**
- Vocalist and songwriter **Aja Moyé**
- Newark-native violinist **J Read**
- Nevisian-American comedian, writer and activist **nicole soul**
- New Jersey resident and alternative rock vocalist **Rasha Jay**
- Dominican dancer and choreographer **Evelyn Tejada**
- **Charisa the ViolinDiva**, the Newark-based soul jazz violinist
- New Jersey-based choreographer **Camille Moten Rennie** and her troupe **Company of Collaborative Artists**

These *Official Selection* performers will be joined by other notable Greater Newark area performers including the world-renowned DJ, producer, label head, promoter, curator and influencer **DJ Spinna** on Friday; **Eli Fola**, the Nigerian-American, multi-disciplinary sound artist, saxophonist, DJ and producer behind “Yoruba Tech Soul” headlining on Saturday, and trailblazing NJ hip-hop artist **P.Genx** kicking things off on Sunday. Performances will be interspersed with sets by local turntablists including **Newark’s DJ Wallah, DJ Shell Spin, DJ Sienna Chanel** as well as hosts **Alexandra Hill, Unicorn151** and **Kitab Rollins**.

In the event of inclement weather, performances will be held in the Newark Public Library’s Centennial Hall across the street from the park.



Through a **first-ever collective and collaborative effort**, a coalition of Newark organizations including **NJPAC, Newark Parks Foundations, the Newark Arts and Education District, Newark Alliance, Newark Arts, The Newark Museum of Art, the Newark Public Library, FORSA Media, SO FRESH Fest, Lauren LeBeaux Lifestyles** and **Audible** worked to offer a range of additional complementary festival events held near or adjacent to the *Audible Showcase Stage* so festival-goers can spend an entire day (or weekend) at events within easy walking distance to Harriet Tubman Square.

Explore the lineup at the *Audible Showcase Stage* and surrounding events:

ON FRIDAY, JUNE 28

- From 6 to 9 PM, the ***Audible Showcase Stage*** in Harriet Tubman Square kicks off the weekend with DJ Spinna, hosted by Alexandra Hill.

ON SATURDAY, JUNE 29

- From 12 noon to 6 PM, the ***Audible Showcase Stage*** will feature performances from dynamic Newark artists including host Unicorn 151, DJ Shell Spin, Choy Band (12 noon), Aja Moyé (1 PM), Evelyn Tejeda (2 PM), J Read (3 PM) and Eli Fola (4:30 PM).
- From 10 AM to 5 PM, **The Newark Museum of Art**, which faces the park at 49 Washington Street, will offer free admission and drop-in art-making activities on its plaza for families.
- From 12 noon to 4 PM, the **Newark Public Library**, which faces one end of the park at 5 Washington Street, will host a **free Family Fun Day and Interactive STEAM Fair**, with art-focused activities for kids including paint-making and graffiti print making.
- At 1 PM, **Newark Arts** will launch a *Prudential presents North to Shore* edition of its ***Martinis & Murals bus tour*** of Newark's public art works — including lunch and cocktails — that leaves from just down the street at Vermella Broad Street (355 Broad Street). (Tickets available through Eventbrite.com.)
- The **Newark Alliance** will host a family-friendly, free **Night Market along Halsey Street**, between New and Bleeker Streets, from 3 to 9 PM featuring DJs from bunkr.
- FORSA Media and DEYIOR present **Luv + Grind – International Music Series** with DJs spinning the romantic sounds of Africa and the diaspora, 9 PM at Tinjune Downtown (494 Broad Street).

ON SUNDAY, JUNE 30

- From 12 noon to 6 PM, the ***Audible Showcase Stage*** in Harriet Tubman Square will offer performances from host Kitab Rollins, DJ Sienna Chanel, DJ Wallah, P.Genz (12 PM), nicole soul (1 PM), Company of Collaborative Artists (1:45 PM), Rasha Jay (3 PM), Charisa the Violin Diva (4 PM) and DJ Wallah (5 PM).
- From 10 AM to 5 PM, **The Newark Museum of Art** will offer free admission and drop-in art-making activities on its plaza for families.



- SO FRESH Fest will host **Rest Fest** from 11 AM to 4 PM, with a series of restorative wellness activities including guided meditation, restorative yoga, breathwork, stress-reduction strategies, aromatherapy, sound baths and holistic health practices at **The Newark Museum of Art**. (Tickets available at Eventbrite.com.)
- From 10 AM to 2:30 PM the **Newark Historical Renaissance Ride** presents **The Black Ivy Ride: Celebrating Sarah Vaughan and 100 Years of Newark Arts** leaving from Harriet Tubman Square. (Tickets available through Eventbrite.com.)
- And at 1 PM, Kween Moore presents **Down In The Ro' Open Mic Experience**, one of Newark's leading poetry and performance arts platforms at Tinjune Downtown (494 Broad Street).

The **Prudential presents North to Shore Festival** will present events in Newark **June 23 through June 30**, including performances by headlining artists **Matchbox Twenty, Gabriel Iglesias, Stephen Colbert, Samara Joy** and **Brothers Osborne**, among others. The festival's full lineup can be found at NorthToShore.com.

Tickets for the Prudential presents North to Shore Festival are available at NorthtoShore.com. Get Festival updates most quickly on social media. Follow *North to Shore* on [Instagram](#), [Twitter](#), [Facebook](#) and [TikTok](#).

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About the Prudential presents North to Shore Festival

The *Prudential presents North to Shore Festival*, launched in 2023, features all the talent, diversity, and creativity that New Jersey has to offer, packed into three extraordinary weekends of performances, screenings, parties and conversations in three of the state's most iconic cities. Hosted by Asbury Park (June 10 – 16), Atlantic City (June 17 – 23), and Newark (June 23 – 30), the *Prudential presents North to Shore Festival* will bring together events at 50+ venues for an over-the-top showcase of Jersey excellence, aligned with Governor Phil Murphy and First Lady Tammy Murphy's vision of a celebration worthy of the Garden State's long legacy of innovation in the arts, film and technology. The festival is sponsored by Prudential Financial, NJEDA, NJM Insurance Group, Xfinity, United Airlines, CRDA, Outfront, NJ Division of Travel and Tourism, and in Newark by Cuervo Tradicional. Audible is the sponsor of the *Audible Showcase Stage*. For the latest updates and new concert listings, visit NorthToShore.com.

About Prudential

Prudential Financial, Inc. (NYSE: PRU), a global financial services leader and premier active global investment manager with approximately \$1.5 trillion in assets under management as of March 31, 2024, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees help make lives better and create financial opportunity for more people by expanding access to investing, insurance, and retirement security. Prudential's iconic Rock symbol has stood for strength, stability, expertise, and innovation for nearly 150 years. For more information, please visit news.prudential.com.

About NJPAC

New Jersey Performing Arts Center (NJPAC), located in downtown Newark, New Jersey, is among the largest performing arts centers in the United States. It is the artistic, cultural, educational and civic center of New Jersey — where great performances and events enhance and transform lives every day. As New Jersey's Town Square, NJPAC brings diverse communities



together, providing access to all and showcasing the State's and the world's best artists, while acting as a leading catalyst in the revitalization of its home city. Through its extensive Arts Education programs, NJPAC is shaping the next generation of artists and arts enthusiasts. NJPAC has attracted 11 million visitors (including almost two million children) since opening its doors in 1997 and nurtures meaningful and lasting relationships with each of its constituents. Visit njpac.org for more information.

About Audible

Audible is the leading creator and provider of premium audio storytelling, offering global audiences a powerful way to enhance and enrich their lives through extraordinary content. Audible's catalog includes more than 900,000 audio titles, including Audible Originals as well as audiobooks and podcasts from leading studios, print, audio and magazine publishers and world-renowned entertainers. Audible is a big believer in the power of imagination to help transform the world around us—through stories and through the work we do in our communities. We strive to make a positive impact by innovating on behalf of our neighbors and neighborhoods, developing opportunities for youth, and fostering the next generation of storytellers. We're passionate about helping people imagine and create better futures for themselves as we engage and inspire creators, listeners and communities around the world.

About Newark City Parks Foundation

Newark City Parks Foundation, Inc. (NCPF) a public-private partnership created by Mayor Ras J. Baraka and the Newark Municipal City Council in April 2021 to manage, maintain, program, and raise funds for Newark's Downtown Parks including the historic Harriet Tubman Square, Lincoln Park, Military Park and Mulberry Commons and Riverfront Park.

The organization is committed to ensuring that all five of Newark's downtown parks are vibrant and provide free, outdoor public programs that are inclusive for all Newark residents, workers, and visitors. NCPF works closely with the City of Newark, anchor stakeholders situated around Newark's parks, local non-profits, and residents who are committed to making the downtown parks world-class public spaces.

Since its creation in 2021, NCPF has consistently produced over 200 annual programs in the areas of arts & culture, health & wellness, on water activities, and environmental education that attracts thousands of visitors annually.

Sponsored by the City of Newark, Newark City Parks Foundation, and the Arts + Education District.

Audible Showcase Stage Artist Bios:

FRIDAY, JUNE 28:

DJ Spinna

World-renowned DJ, producer, remixer, label head, curator and influencer DJ Spinna crafts the best blend of funk, soul, R&B, jazz, hip-hop and EDM to keep the party popping for audiences of all ages.

Host: Alexandra Hill

From WBGO 88.3FM to News 12 New Jersey and beyond, award-winning journalist, reporter, news anchor and producer Alexandra Hill has over a decade of exemplary



journalism under her belt. From politics to entertainment to human-interest pieces, she has her finger on the pulse of what matters.

SATURDAY, JUNE 29:

DJ Shell Spin

New Jersey's Shell Spin is a multi-talented poet, teacher, healer and DJ who blends art with soulful messages of hope, giving memorable and inspiring performances at venues such as Newark Symphony Hall to BRIC Celebrate Brooklyn.

Host: Unicorn 151

Unicorn 151, the original Jersey Club king, is a pioneer in the music scene. The first to mix rap with Jersey Club beats, he's shaped today's dance and drill vibes, inspired artists from Nicki Minaj to Chris Brown and worked with Beyoncé and Drake.

Choy*

Choy's music, influenced by the soulful rhythms of Trinidad, comes Choy, goes beyond melodies into a profound exploration of self-love and acceptance.

Aja Moyé*

Aja Moyé sang for President Barack Obama, opened for GRAMMY winner Melanie Fiona and headlined international festivals. Don't miss this powerhouse and her captivating combination of classically trained voice colored by soulful R&B and traditional jazz.

Evelyn Tejeda*

Captivating audiences across the globe, Evelyn Tejeda was a semi-finalist of *Dominicana's Got Talent* and a pioneering member of the Contemporary Dance National Company. Her spellbinding performances garnered awards like the Grand Prize of Dance Quisqueya and the Audience Award at Solo Coreografico USA.

J Read*

Newark native J Read, an emcee, violinist and singer-songwriter, has been following his dream for years, from plucking violin strings in Pennsylvania to hitting the stage as a music sensation in North Carolina. Now, he's back in his hometown and on his way to becoming a household name.

Eli Fola

Experience the soul-stirring rhythms of Eli Fola, the Nigerian-American multi-disciplinary sound artist, saxophonist, DJ, and producer mastermind behind "Yoruba Tech Soul." Blending Afrohouse, techno, jazz, and classical vibes with his unique saxophone skills, Fola transcends boundaries and fosters connections with his art.

SUNDAY, JUNE 30:

DJ Sienna Chanel

DJ, model and actress Sienna Chanel is an empowering voice for women. One of the most in-demand DJs/MCs in North Jersey, she's also a philanthropist, children's book author and a fierce fashion icon, inspiring young girls everywhere.

DJ Wallah

A member of the world-renowned Heavy Hitters DJ crew, DJ Wallah is the official DJ for the New York Giants. He's also a committed community advocate who partners with



public figures and organizations to provide opportunities for underserved children and youth.

Host: Kitab Rollins

Kitab Rollins has spent nearly 20 years in the arts and currently serves as NJPAC's Senior Director, where he's shaping performances and molding experiences for Newark's young adult community through eclectic and socially oriented programming. He sits on the board of Newark Arts, works with the American Black Film Festival and is a fellow of Leadership Newark.

P.Genx

P.Genx is a trailblazing New Jersey hip-hop artist known for his top-tier lyricism, seamless flow and unique style who's been solidifying his place as a force to be reckoned with in the music industry.

nicole soul*

Breaking barriers and spreading laughter, Nevisian-American comedian, writer and award-winning TV host nicole soul journeyed from winning Miss Black New Jersey to performing sold-out one-woman shows at the Philadelphia Fringe Festival. This CEO of Antidepressants Media creates unforgettable entertainment celebrating Black joy.

CoCA*

Dive into the world of the Company of Collaborative Artists and its founder, Camille Moten Rennie, a trailblazer in concert dance, musical theater and Latin ballroom. From the stages of Philadanco to the halls of Rutgers University, Rennie is shaping the next wave of dancers as an educator at the Company of Collaborative Artists.

Rasha Jay*

Meet Rasha Jay, the artist Vents Magazine says is "bringing soul to modern rock." The N.J. powerhouse singer writes songs showcasing her raw, soaring voice and fusing alternative, rock and soul, earning her spots at festivals all over the tri-state.

Charisa the ViolinDiva & StringsNation: Hip Hop Meets Jazz Strings*

Soul jazz violinist/vocalist and McDonald's Gospelfest Competition winner Charisa the Violin Diva challenges every preconception about violin in contemporary music. Catch her with her Bridgerton-style string quartet, Strings Nation, and their innovative fusion of hip hop and jazz.

*** NTS Official Selections:** The category denotes the local, independent Newark artists who applied and won a competitive grant to perform on the *Audible Showcase Stage* located in Harriet Tubman Square.