



**ALL STAR LINEUP OF OAKLAND MUSICAL GREATS
ANNOUNCED FOR
10TH ANNIVERSARY ART & SOUL FESTIVAL**

**CAKE, MC Hammer, En Vogue,
Tony! Toni! Toné!, Pete Escovedo, Lenny Williams, Edwin Hawkins, Vicki
Randle, John Santos and More**

OAKLAND, California (July 7, 2010)— A dazzling array of talent highlighting the musical all-stars that call or have called Oakland home has been announced for the **10th Anniversary Art & Soul Oakland Festival**. Running from Noon to 6:00 p.m. on Saturday, August 21, and Sunday, August 22, in Oakland's happening downtown, Art & Soul will deliver non-stop, home-grown music sure to please every musical taste. Thanks to its stellar musical lineups, abundant parking, easy BART access and the bargain price of just \$10 per day (\$15 at the door), Art & Soul has been named the Bay Area's "best cultural event" by *Oakland Magazine* and "Best Festival" by *East Bay Express*.

The off-beat humor and catchy melodies of **CAKE** headline Saturday's show at the **Art & Soul Main Stage** (in association with **KFOG 104.5FM/97.7FM**). Their sardonic wit mixes funk, new wave, jazz, rockabilly and country to produce engaging alternative pop music. Always a crowd favorite, CAKE is certain to get festival-goers of all ages and musical tastes on their feet dancing! Additional acts are in the works for the KFOG stage and will be announced shortly. **The Bittersweets** will also appear on the Main Stage with their alternative folk-pop as heard on the group's 2008 breakthrough album, "Goodnight, San Francisco."

Saturday's **Oakland Jams Stage** will feature a wide variety of music produced by Oakland jazz great Kahlil Shaheed. Shaheed has been building bridges as a vital part of the Bay Area music scene for 40 years, performing and recording with giants in jazz, rock and R&B, from Taj Mahal and Jimi Hendrix to alto sax player John Handy and vibraphonist Bobby Hutcherson. Long interested in blending jazz and R&B with African musical forms and rhythms, he's gained respect as a producer, composer, bandleader and educator who founded the Oaktown Jazz Workshop in 1994. His **Mo'Rockin' Project** partner is Yassir Chadly who brings virtuosity on traditional Moroccan instruments to create a seamless blend of American jazz and blues with traditional Moroccan flavor. Local favorite **John Santos** rounds out the stage with his unique, stirring blend of Afro-Latin jazz. One of the world's strongest proponents of Afro-Latin music, Santos is a talented performer, composer, teacher and historian for the music. Known for his innovative use of traditional forms and instruments in a contemporary musical setting, he founded the legendary Machete Ensemble, is a four-time Grammy nominee and has been a star of the Bay Area Latin music for more than 35 years.

Closing out the Oakland Jams Stage is the one-and-only **MC Hammer**. Loved as a flamboyant dancer and showman, MC Hammer is the man who brought rap to a mass pop audience. Born Stanley Kirk Burrell in Oakland in 1962, he worked as an Oakland A's bat boy and would dance during breaks in the game to entertain the crowd. He is a multiple Grammy winner and his *Please Hammer, Don't Hurt 'Em* is still among the top selling rap albums of all time.

Sunday, the **Art & Soul Main Stage** (sponsored by **KBLX 102.9 FM**) is lovingly produced by **D'Wayne Wiggins** and it's all Oakland, all day long. **D'Wayne & Friends House Party** is a true Oakland R&B homecoming. Any festival featuring Oakland artists would naturally include **En Vogue**. The group incorporated sass, elegance and class with amazing individual vocals and silky harmonies. Their giant hit album *Funky Divas* blended soul, hip-hop, pop, dance and rock to create dazzling, exciting music. En Vogue is one of the most successful female groups of all time having sold more than 20 million records worldwide and earned seven Grammy nominations. **Tony! Toni! Toné!**, two brothers and a cousin all from Oakland, formed and created a new contemporary R&B that incorporated new jack swing and 70s soul funk. Their music had artistic integrity as well as commercial appeal and created a modern fusion of traditional and modern sounds resulting in three multi-platinum albums. The House Party will also feature **Mike Marshall** of the Timex Social Club fame and **Jay King**, the original producer of the Times Social Club and member of Club Nouveau. Oakland's own **Mark Curry** will emcee the House Party.

Sunday's **Plaza Stage**, produced in partnership with Yoshi's, is all about jazz diversity. Oakland's beloved **Pete Escovedo** continues to be a major force in Latin music just as he has since the 1960s. He developed into a world-class percussionist playing jazz, but shot to fame performing with his brother Coke as percussionists for Santana. After leaving Santana, they formed the big band Azteca and recorded two seminal albums. Pete Escovedo helped break down the barriers between Latin Jazz, Smooth Jazz and contemporary music. He has performed with virtually every great jazz player from Herbie Hancock to Cal Tjader to Tito Puente, and with popular contemporary musicians like Boz Scaggs, Prince and Anita Baker as well as daughter Sheila E. and his other offspring. Oakland resident **Vicki Randle** shot to fame as a percussionist on the "Tonight Show with Jay Leno." She will be joined on the Plaza Stage by a number of her musical friends.

The Plaza stage will also feature alto saxophonist **John Handy**, also an Oakland resident, who will demonstrate his versatility by playing a host of reed instruments. A highly accomplished and versatile performer, composer, arranger, educator, musicologist and jazz historian, Handy's highly acclaimed compositions "*Spanish Lady*" and "*If Only We Knew*" brought down the house at the 1965 Monterrey Jazz Festival and both earned Grammy nominations. His popular jazz/blues/funk "Hard Work" was a popular crossover hit.

On Saturday, the **12th Street Stage** will feature the soaring sounds of **Gospel** including Oakland's own recording legend **Edwin Hawkins** and the **Love Center Choir**. The choir emanated in the early 1970's from Oakland's Love Center Church under the leadership of founder/pastor **Bishop Walter L. Hawkins**, who passed away in July at age 61. See link to sfgate.com article for details pertaining to Bishop Hawkins amazing life and contributions to gospel music and community: <http://www.sfgate.com/cgi-bin/article.cgi?file=/n/a/2010/07/11/entertainment/e205256D84.DTL>

On Sunday, the **12th Street Stage** transforms into the ever popular **Blues Stage** with headliner **Lenny Williams**, plus the **Bay Area Blues Society Caravan of All-Stars** and local

favorite **Freddie Hughes**. Williams gained fame as lead singer for Tower of Power and remains a popular fixture on the Bay Area music scene.

Oakland's musical heritage is rich and diverse. From the birthplace of West Coast Blues to dominating the pop music scene with the urban soul sounds of The Pointer Sisters and Tower of Power then pioneering new jack swing/funk/soul with Tony! Toni! Toné! and En Vogue and taking rap/hip hop to the masses with Too \$hort and others, Oakland has remained not only musically relevant but revolutionary for several decades.

Over the past ten years, **Art & Soul** has showcased major national talent and even helped launch musical careers. The festival has hosted a broad range of national recording artists and local favorites including Ziggy Marley, Joan Osborne, Blues Traveler, Rickie Lee Jones, Shawn Colvin, Indigo Girls, BoDeans, Matt Nathanson, Howie Day, Plain White T's, Silversun Pickups, The Lovemakers, Los Lobos, Lyrics Born, The Matches, Zion-I, Bobby Caldwell, Angie Stone, Rachelle Ferrell, Stephanie Mills, Will Downing, Con Funk Shun, Ledisi, Goapele and a host of local jazz, blues, gospel and R&B favorites.

Art & Soul has great music but that's not all. A family paradise, the festival boasts the largest **Family Fun Zone** of any festival in the Bay Area, complete with kiddie rides, children's entertainment and free festival admission for ages 12 and under. The **Family Fun Zone** is jam-packed with interactive activities for children of all ages, as well as kid-friendly carnival games, inflatable bouncers and hands-on activities to create their own art to take home. Every year, Art & Soul Oakland features hundreds of artisan and vendor booths as well as a mouth-watering array of food reflecting the rich cultural diversity found in Oakland—the most diverse city in America.

The **10th Anniversary Art & Soul** is Northern California's most accessible festival offering direct service from BART (12th Street - Oakland City Center Station) and free parking for thousands of cars. Last year more than 60,000 people enjoyed sensational music, food, fun, dance and art in beautiful downtown Oakland. "Ten years ago, Art & Soul sparked the transformation of downtown Oakland into a happening center for arts, culture and dining." says **Samee Roberts**, City of Oakland Marketing Director. "With 80 restaurants and scores of new clubs, lounges, galleries, and cultural amenities, including the renovated Fox Theater, downtown Oakland is drawing people from all over the region in droves."

The **10th Anniversary Art & Soul Oakland** takes place in downtown Oakland on Saturday, August 21 and Sunday, August 22, 2010 from Noon–6 PM. The festival is centered in Frank Ogawa Plaza and City Center, encompassing 10 strollable city blocks. Admission to Art & Soul is always a bargain. Adults are \$10 per day (online if purchased by August 20) and \$15 per day at the door. Seniors and youth (ages 13-17) are \$5 per day (online if purchased by August 20) and \$8 per day at the door. Children 12 & under are free. Advance tickets are available online at www.ArtandSoulOakland.com.

For more information on the **10th Anniversary Art & Soul Oakland**, visit www.ArtandSoulOakland.com or call (510) 444-CITY.

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