

GRAMMY AWARD WINNER H.E.R. TO ILLUMINATE THE BAY AREA WITH SOLD-OUT “LIGHTS ON FESTIVAL” IN CONCORD, CA SATURDAY, SEPTEMBER 14

FIRST FEMALE OWNED AND CURATED FESTIVAL FEATURES TODAY’S MOST CAPTIVATING R&B ARTISTS

ANNOUNCES PARTNERS AND SPECIAL EVENT LEADING UP TO THE INAUGURAL FESTIVAL



[Concord, CA – September 9, 2019] This Saturday, September 14, two-time Grammy Award winning R&B artist **H.E.R.** and producer partner **Live Nation Urban**, introduce the first-ever **Lights On Festival**, taking place at the **Concord Pavilion in Concord, CA**. Sold out within minutes of going on sale in May, **H.E.R.**’s **Lights On Festival** is notably the first female owned and curated R&B festival in decades and will become a staple on the festival circuit for years to come.

Toting the theme that “R&B Is Not Dead,” the festival will feature two stages - **ILLUMINATION AND FLOURSECENT** – with performances by a powerhouse lineup that includes **H.E.R.**, **Jhené Aiko**, **Daniel Caesar**, **Summer Walker**, **Ari Lennox**, **Kiana Ledé**, **Dani Leigh**, **Melii**, **Lucky Daye**, **Marc E. Bassy**, **LONR**, **Tone Stith**, **bLack pArty**, and **Rayana Jay** along with special guests.

H.E.R.’s vision for the **Lights on Festival** is to build an event that will provide a platform to showcase various disciplines of the arts in a fun, colorful and energetic environment. In addition to the performances, there will be a film tent with screenings from those selected by **H.E.R.** from her call out for submissions from new and undiscovered filmmakers looking for a national platform. The festival grounds will also host a live art installation, interactive tents with live instruments, an R&B Museum and guitar

lounge and a large arcade. Festival attendees will have access to various food trucks offering an international array of foods and numerous lounges and misting areas.

Prior to the festival, **H.E.R.** will host a giveback event at **The Oaktown Jazz Workshops**. Fueled by her passion for her local community, the Bay Area native is looking forward to connecting with the youth and aspiring musicians by providing the center with shoes, clothing, instruments and a few surprises.

H.E.R. is very excited to announce that the **Lights On Festival** has drawn a diverse group of sponsors and brand partners who share her vision. As part of alliances arranged by **UTA Music** and **MBK Entertainment Inc.**, the partners include **Starbucks**, **Beats by Dre**, **Adidas Asterisk Collective** and **Foot Locker**, **DIFF Eyewear**, **PAC-MAN**, **Rock Band™**, **Hilton Honors**, **TLR Jewelry**, **Oculus Venues**, **Red Vines**, **Angie's BOOMCHICKAPOP**, **Fender**, **Amazon Music** and **Lyft**.

Adding another dimension to the production for fans around the world, tune in to **Oculus Venues** to catch an exclusive VR stream of **H.E.R.**'s performance, live from the Concord Pavilion.

About H.E.R.

Enigmatic singer/songwriter/multi-instrumentalist **H.E.R.** has established herself as one of modern R&B's most fascinating new talents. With two sold-out headlining tours and over 2 billion streams for her two remarkable EPs – *H.E.R.* and *I Used To Know Her*, the 22 year-old won two Grammy Awards this year for Best R&B Album (*H.E.R.*) and Best R&B Performance (“Best Part” featuring Daniel Caesar). Her latest release, *I Used To Know Her*, debuted at #1 on the Billboard Top R&B Albums chart, while fan favorites “Focus,” and “Best Part” earned the #1 slot on the Billboard Adult R&B Songs Airplay chart and Urban Adult Contemporary chart, respectively. In addition to her Grammy wins, **H.E.R.** is the recent 2019 Black Girls Rock “Young, Gift and Black” honoree and has won a BET Award and two Soul Train Music Awards.

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