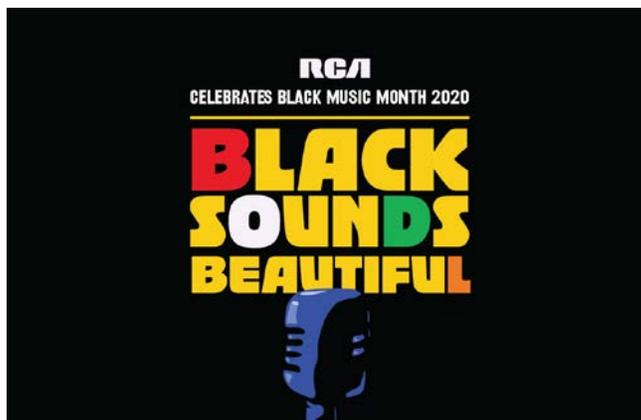


RCA RECORDS CELEBRATES BLACK MUSIC MONTH WITH MULTIMEDIA “BLACK SOUNDS BEAUTIFUL” CAMPAIGN



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[New York, NY - June 3, 2020] Today, **RCA Records** announces the launch of “**Black Sounds Beautiful**,” a multimedia campaign in celebration of **Black Music Month 2020**. Throughout the month of June, the campaign will feature artists’ commentaries on [Instagram](#), concert footage and music videos on [YouTube](#), and a Black Music Month 2020 [playlist](#) on DSPs highlighting music from the RCA artists that move the culture – then and now!

Sirius XM’s The Heat joins in the celebration with a special Black Music Month broadcast of the **Heat Backstage Pass** featuring live concert performances from **H.E.R.**, **Usher**, **A\$AP Ferg**, **Khalid** and more. The broadcast will debut on **June 19 at 5pm ET**, with encore airings on June 21 at 11pm ET, June 24 at 12pm ET and June 27 at 5pm ET. Starting **June 6**, **Kirk Franklin’s Praise** channel will broadcast mini-concerts every Saturday during the month of June, featuring music from the 16-time GRAMMY® winning artist, songwriter and producer.

As the premier music label that boasts a roster of artists that spans all genres of music, RCA Records is widely recognized as having one of the strongest presence in black music worldwide. Leading the charge is a host of award-winning, chart-topping and culturally relevant artists, ranging from **Alicia Keys**, **Childish Gambino**, **Kirk Franklin** and **SiR**, to **Chris Brown**, **Buddy Guy**, **Davido**, **Jazmine Sullivan** and many more. The next generation carrying the torch of black music excellence includes **Koffee**, **Deante’ Hitchcock**, **Ro James**, **Lucky Daye**, **Lila Ikè** and more.

Peter Edge, Chairman and CEO of RCA Records comments: “My deep passion for every genre of music is my driving force as the leader of RCA. I’m honored to be working with so many talented artists that continuously embody, shape and redefine black music, 365 days of the year.”

“We are in the business of celebrating all music, all year,” states Carolyn Williams, EVP of Marketing, RCA Records. “Black Music Month is important because it allows us to be reminded of the contributions that black artists have and continue to make within the overall music industry.”

Follow RCA Records on social media to rediscover why “Black Sounds Beautiful” during Black Music Month and beyond: [YouTube](#), [Instagram](#), [Twitter](#), [Facebook](#). Additional content will be uploaded frequently at [BlackSoundsBeautiful.RCARecords.com](#).

*Click [here](#) to download graphics.

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