



**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

Second weekend of livestreamed Minnesota Black Music Awards celebrates 40 years highlights music of Jimmy Jam, Terry Lewis and Prince
June 25 and 26 in-studio events to honor community legend Professor Mahmoud El-Kati

WHO: Event cohosts [Pete Rhodes III](#), president and chief executive officer of [BMA Cable TV/Urban Mass Media Group](#); Northern Lights radio personality [Lisa Moy](#); MBMA Music Director [Ryan Bynum](#); [Maxx Band's Jeffrey Craig](#); special recognition to Professor Mahmoud El-Kati whose son – the renowned musician [Stokley Williams](#) – will accept the award on El-Kati's behalf; Sunday special guests [Paul Peterson](#) and the [Minneapolis Funk All Stars](#) and [music A-listers](#)

WHAT: Music fans across the globe who enjoy the Minneapolis Sound can view the [Minnesota Black Music Awards](#) (MBMA) as it celebrates 40 years of preserving, promoting and recognizing Black music and its artists

WHY: To celebrate 40 years of the Minnesota Black Music Awards and great performances and artist contributions across the globe.

“It’s an honor to recognize four decades of the Minnesota Black Music Awards,” said Pete Rhodes III, president and chief executive officer of BMA Cable TV/Urban Mass Media Group. “MBMA’s were put on hold due to the pandemic, however, we have adapted and for the first time, the events will be broadcast and livestreamed, thereby people across the globe can enjoy this immersive experience. It’s historic and timely as it coincides with June being designated National African American Music Appreciation Month. The ‘Minneapolis Sound’ transcends Minneapolis and reflects all of Minnesota.”

WHEN: **Saturday, June 25 and Sunday, June 26:** 5–7 p.m. both dates

- **Saturday, June 25:** Music of Jimmy Jam and Terry Lewis
- **Sunday, June 26:** Music of Prince
 - **4–4:50 p.m.** – Red Carpet
 - **5–7 p.m.** – Music Awards

WHERE: **Invited guests and media:** [MCN6](#), 1229 2nd Ave. NE, Minneapolis 55414

HOW: **Viewing options:** Comcast/Xfinity Black Music America Cable Networks Channel 937 (check cable listings); streaming on [Black Music America's website](#).

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MORE: The MBMA coincides with the June designation of [National African American Music Appreciation Month](#)

- COVID-19 precautions: vaccination cards will be checked; face masks recommended. Face masks and hand sanitizer will be available
- Media parking in [MCN6](#) lot, 1229 2nd Ave. NE, Minneapolis 55414
- Handicap accessibility available at MCN6 studio

Media invited to capture video, interviews and photos at house band rehearsal Friday, June 24 from 7- 8 p.m. at MCN6 studio.

[40 years of the Minnesota Black Music Awards](#) are presented by [Chevrolet](#) and [Xfinity's Black Music America Network](#) (BMA). Media partners include [Urban Mass Media Group](#), [Xfinity BMA Network](#), [MCN6](#), [KMOJ-FM](#), [Insight News](#) and [Minnesota Spokesman Recorder](#). Visit the [BMA web site](#) for the complete list of performers, bios, event schedule and broadcast information.

About Minnesota Black Music Awards

Founded in 1982, the Minnesota Black Music Awards (MBMA) program was established to recognize Minneapolis Black Music artists and provide industry education and artist mentorship. The program has presented more than 500 artist awards, entertained thousands and helped to focus national and international attention and recognition to Minnesota's Black music arts scene. MBMA promotes artists, preserves the genres, recognizes contributions and educates the Minnesota community through art advocacy and programs. Learn more at www.bmanetworks.com.

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