



MUSICARES®
MAPFUND

*****MEDIA ALERT FOR THURSDAY, MAY 19, 2016*****

**BACKSTREET BOYS AND TAMAR BRAXTON
TO PERFORM AT 12TH ANNUAL MUSICARES MAP FUND® BENEFIT CONCERT
HONORING SMOKEY ROBINSON
ON MAY 19 IN LOS ANGELES**

Previously Announced Performers Include El DeBarge, Kenny "Babyface" Edmonds, Cee Lo Green, And Kem

Cedric The Entertainer To Host Tribute Event

WHO: **Honoree:** **Smokey Robinson**, legendary GRAMMY®-winning singer/songwriter will be honored at **the Novo by Microsoft** (formerly Club Nokia) in Los Angeles on **May 19**. **Robinson** will receive the **Stevie Ray Vaughan Award** in recognition of his dedication and support of the MusiCares MAP Fund® as well as his commitment to helping others with the addiction recovery process.

All proceeds will benefit the **MusiCares MAP Fund**, which provides members of the music community access to addiction recovery treatment regardless of their financial situation.

Performers: Performers include GRAMMY nominees the **Backstreet Boys, Tamar Braxton, El DeBarge, and Kem**, and multiple GRAMMY winners **Kenny "Babyface" Edmonds and Cee Lo Green**. Robinson will give a closing performance with his touring band.

Host: Actor and comedian **Cedric The Entertainer** will host the event.

Attendees: Noted entertainment attorney and MusiCares Honorary Board Chair **John Branca**; celebrated producer, songwriter and founder of Motown Records **Berry Gordy**; President/CEO of The Recording Academy® and MusiCares **Neil Portnow**; and MusiCares Chair **Bill Silva** will be in attendance.

WHAT: The **MusiCares Foundation**® offers programs and services to members of the music community, including **emergency financial assistance** for basic living expenses such as rent, utilities and car payments; medical expenses including doctor, dentist and hospital bills; psychotherapy; and treatment for HIV/AIDS, Parkinson's disease, Alzheimer's disease, hepatitis C, and other critical illnesses. MusiCares® offers nationwide **educational workshops** covering a variety of subjects, including financial, legal, medical, and substance abuse issues, and **programs** in collaboration with health care professionals that provide services such as flu shots, hearing tests, and medical/dental screenings. The **MusiCares MAP Fund** allows access to addiction recovery treatment and sober living resources for members of the music community. Staffed by qualified chemical dependency and intervention specialists, MusiCares offers **Safe Harbor Room**® support, sponsored in part by the Bohemian Foundation and RBC Capital Markets, to provide a network to those in recovery while they are participating in the production of televised music shows and other major music events. MusiCares holds **weekly addiction support groups** for people to discuss how to best cope with the issues surrounding the recovery process. The **MusiCares Sober Touring Network** is a database of individuals across the United States who can take music people to recovery support meetings while on the road.

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Twelfth Annual MusiCares MAP Fund Benefit Concert

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TICKETS: **Living Room Floor Sets** that seat **10** for **\$12,500**, **Individual Floor Seats** for **\$1,250** per person, **Cabaret-Style Floor Seating** with tables of **four** for **\$1,000**, and **Individual Cabaret Floor Seats** for **\$250**. Contact **Wynnie Wynn** for ticket information at **310.392.3777** or wynniew@grammy.com. **VIP Balcony Seats** for **\$95** per person and **General Admission Balcony Seats** for **\$40** per person are available exclusively through **AXS** via www.axs.com.

WHERE: **The Novo by Microsoft**
800 W Olympic Blvd.
Los Angeles, CA 90015

WHEN: **Thursday, May 19, 2016**
5:30 p.m. Media Check-in
6:15 p.m. Red Carpet Arrivals
7 p.m. Buffet Dinner
8 p.m. Awards Presentation & Concert

MEDIA R.S.V.P. MANDATORY: hannah.berryman@grammy.com or **310.581.8724** (email preferred)
christina.cassidy@grammy.com or **310.581.8670** (email preferred)

IMPORTANT INFORMATION: If you are interested in covering this event, you **MUST** request credentials no later than **Tuesday, May 10**. Credentials will be picked up at media check-in on the day of the event. **ALL MEDIA MUST BRING PHOTO I.D.** All crews must be self-contained, **ENG** crews. All satellite truck/van parking must be coordinated with Christina Cassidy no later than **Thursday, May 12**. **ALL MEDIA MUST BE CREDENTIALLED** for this event. **NOTE: To plug into mult-box, media must bring XLR cable with a deck.**

About MusiCares:

Established in 1989 by The Recording Academy, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit www.musicares.org. For breaking news and exclusive content, please "like" MusiCares on [Facebook](https://www.facebook.com/musicares), and follow @MusiCares on [Twitter](https://twitter.com/musicares) and [Instagram](https://www.instagram.com/musicares).

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