



RECORDING ACADEMY® TO HOST INAUGURAL BLACK MUSIC COLLECTIVE EVENT DURING GRAMMY® WEEK

HISTORIC CELEBRATION WILL INCLUDE A MIX OF PERFORMANCES AND APPEARANCES BY YOLANDA ADAMS, FREDDIE GIBBS & ALCHEMIST, JEFF HARLESTON, H.E.R., JIMMY JAM, QUINCY JONES, DEBRA LEE, JOHN LEGEND, TAMIKA MALLORY, JANELLE MONÁE, PJ MORTON, ISSA RAE AND MORE

WHO: The Black Music Collective (BMC), a newly launched initiative by the Recording Academy®, will host its inaugural GRAMMY® Week event in celebration of Black creators' and professionals' countless contributions to the music industry. The historic event, presented by **Mastercard**, will feature an array of esteemed Black music creators and professionals known for amplifying Black voices in music and beyond.

The event will feature performances by GRAMMY Award-winning artists **Yolanda Adams**, **H.E.R.**, **PJ Morton**, and first-time GRAMMY nominated rapper and producer duo **Freddie Gibbs & Alchemist**. In addition to performances, the event will feature intimate reflections from industry moguls, including Executive Vice President of Business & Legal Affairs for North America for Universal Music Group **Jeff Harleston**; songwriting maverick **Jimmy Jam**; legendary record producer **Quincy Jones**; former Chairman and Chief Executive Officer of BET Networks and businesswoman **Debra Lee**; Chair and Interim President/CEO of the Recording Academy **Harvey Mason jr.**; and BMC Chair and Atlantic Records Executive **Riggs Morales**. Lastly, fireside chats regarding the Black experience in the wake of social justice will be led by Chief Diversity, Equity & Inclusion Officer of the Recording Academy **Valeisha Butterfield Jones**; Los Angeles Chapter Governor and recording artist **John Legend**; renowned activist **Tamika D. Mallory**; singer-songwriter **Janelle Monáe**; and actor, writer and producer **Issa Rae**.

WHAT: Hosted by the BMC Executive Sponsor **Jeriel Johnson**, the virtual program is packed with unforgettable performances by some of today's biggest stars, powerful fireside chats with cultural icons and mogul moments from Black Music royalty.

"As the first of its kind, we created this event with every intention to amplify Black voices and each of our experiences within the industry," said Harvey Mason jr., Chair and Interim President/CEO of the Recording Academy. "The BMC will continue to foster a space for members and industry professionals to educate and elevate Black creators during GRAMMY Week and beyond."

The topics that will be discussed during the programming include the **Impact of Black Music**, **The Culture Shifting Power of Black Music**, **Impact of Black Women in Music**, and the **Power, Purpose, and Progress of the State of Black Music**.



"We are thrilled to announce this virtual program as the BMC continues to celebrate Black music and those who share our mission to foster and accelerate Black representation, equity and inclusion throughout the music industry," said BMC Chair and Atlantic Records Executive, Riggs Morales. "The Black Music Collective will continue to tailor events for Black creators to feel uplifted and supported and we are excited for this GRAMMY Week kickoff."

Stay up to date on the BMC's progress [here](#).

WHEN: **Wednesday, March 10, 2021**
5 p.m. PST/8 p.m. EST

WHERE: This virtual event will be hosted live on [GRAMMY.com](https://www.grammy.com). This event is open to the public and no RSVP or registration is needed.

ABOUT THE RECORDING ACADEMY

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares®, and celebrates artistic excellence through the GRAMMY Awards®— music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @RecordingAcad on [Twitter](#), "like" Recording Academy on [Facebook](#), and join the Recording Academy's social communities on [Instagram](#), [YouTube](#), and [LinkedIn](#).

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CONTACTS

Andie Cox
Recording Academy
andie.cox@recordingacademy.com

Hailey Thompson
Porter Novelli
hailey.thompson@porternovelli.com