

**GLOBAL FUSION  
FESTIVAL 2010**  
PHILADELPHIA  
*Presents*  
**PANGEA.**



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***GRAMMY NOMINATED POP & R&B DIVAS EN VOGUE TO HEADLINE FREE  
CONCERT IN PHILADELPHIA TITLED GLOBAL FUSION FESTIVAL***

**MUSICAL SENSATION LYFE JENNING TO PERFORM**

**Philadelphia, PA (June 21, 2010)** *En Vogue*, the popular R&B vocal quartet that won more MTV Music Awards through 2008 than any female group in MTV history, will headline the **4<sup>th</sup> Annual Global Fusion Festival on Saturday, July 17, 2010**. Joining the group will be original soul/R&B/hip-hop style singer, Lyfe Jennings. The **Free Concert**, produced by the Philadelphia Multicultural Affairs Congress (MAC), will run from Noon – 8:00 pm at the Great Plaza on Philadelphia's Penn's Landing.

Formed in Oakland, Calif., in 1989, **En Vogue** has sold more than 20 million albums and singles worldwide and had a string of crossover pop hits, including "My Lovin' (You're Never Gonna Get It)", "Free Your Mind", "Hold On" and "Lies", among others. The quartet with original members Cindy Herron, Maxine Jones, Dawn Robinson and Terry Ellis, received three Soul Train Awards, two American Music Awards and seven Grammy Awards nominations in addition to the MTV Video Music Awards recognitions. *Billboard Magazine* ranked *En Vogue* among the 20 most successful acts of the 1990s and one of the most popular female groups of all time, having spent more than 2,800 weeks on various *Billboard* charts.

"The MAC is thrilled that *En Vogue* is able to perform and headline this year's festival. Their presence puts an exclamation point on one of Philadelphia's premiere outdoor concerts and Multicultural Tourism events," states, Tanya Hall, Executive Director of MAC. "We believe those in attendance will be in for a treat, particularly with the inclusion of Lyfe Jennings."

**Lyfe Jennings**, a platinum-selling American R&B and soul singer-songwriter, record producer will be joining *En Vogue* on stage. With his anticipated 14-track album, *Lyfe Change*, highlights include collaborations with Wyclef Jean, Snoop Dogg and T.I. A celebrated singer/songwriter/producer, Chester "Lyfe" Jennings, 37 year-old Toledo, Ohio native and self-taught musician plays the guitar, bass and piano, transformed the music world in 2004 after the release of his critically acclaimed debut *Lyfe 268-192*. The album created devoted fans everywhere and sold over a million copies.

Produced by The Philadelphia Multicultural Affairs Congress (MAC), a division of the Philadelphia Convention & Visitors Bureau, the **Global Fusion Festival** is part of PECO's Multicultural Festival Series at Penn's Landing. In its 4<sup>th</sup> year, the festival-themed "PANGEA", will feature national recording artists; regional and local acts representing Philadelphia's African Diaspora, Hispanic, Caribbean, and Asian cultures. In addition to the national headliners and ethnic dance performances,

**(MORE)**

the festival will include international foods, multicultural vendors, giveaways, and educational programs for participants of all ages.

“We are excited once again to host the Global Fusion Festival,” adds Hall. “The Festival supports our efforts in presenting our great city as a top multicultural destination by providing an annual event that not only encourages visitors to attend, but also celebrates our local, diverse cultures.”

What started in 2007 as a two-day event attracting more than 5,000 people, has expanded under the Global Fusion name to encompass an entire week-long celebration showcasing Philadelphia’s fusion of diversity and talent with various events, fusion themed restaurant and drink discounts, and performances for an expected 25,000-30,000 people.

Concluding the Global Fusion Week of activities remains its signature free festival at Penn’s Landing on Saturday, July 17, 2010 from 12 pm - 8 p.m. In 2009, the festival was well attended by locals and tourist from across the country who partook in a week’s worth of entertainment, savory foods, crafts and family fun. This year, by adding more fusion events and venues for attendees to enjoy, Global Fusion Week 2010 offers even more reasons to stay overnight at one of Philadelphia’s many discounted downtown hotels.

Global Fusion Festival sponsors include: PECO, Delaware River Waterfront Corporation, Philadelphia Convention & Visitors Bureau, State Farm, UrbanPhilly.com, *Philadelphia Inquirer*, *Philadelphia Daily News* & Philly.Com, *Philadelphia Tribune*, El Sol, 100.3 The Beat, Praise 103.9, 107.9 WRNB, Univision 65, MCT, *Exceed Magazine*, *Metro Kids*, and *Black Professional News*.

Visit [www.GlobalFusionFestival.com](http://www.GlobalFusionFestival.com) for an updated list of performers, vendors, and sponsors. For more information, call 215-636-3322 or e-mail [gff@pcvb.org](mailto:gff@pcvb.org).

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***About the The Philadelphia Multicultural Affairs Congress (MAC)***

*The Philadelphia Multicultural Affairs Congress (MAC) A division of the Philadelphia Convention & Visitors Bureau, was formed in 1987 as the first multicultural division of a Convention & Visitors Bureau in the nation. MAC maximizes opportunities for the region by promoting Philadelphia as an ethnically diverse visitor destination, encouraging multicultural business and social responsibility that contributes to and benefits from the varying multicultural communities that enhance our region's hospitality and tourism industry.*

**EDITOR’S NOTES:**

- **REQUEST FOR PRESS CREDENTIAL MUST BE MADE IN ADVANCE VIA E-MAIL**
- **MEDIA REGISTRATION** – Select event attendees will be available for one-on-one interviews. Interviews must be arranged prior to the event by calling 267-258-6861 or 215-636-4432 or e-mail [Devon.Allen@verizon.net](mailto:Devon.Allen@verizon.net) or [elkab@pcvb.org](mailto:elkab@pcvb.org)
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