

**SHAWN "JAY Z" CARTER, MAYOR OF LOS ANGELES ERIC GARCETTI, MICHAEL RAPINO OF LIVE NATION, BUDWEISER AND UNITED WAY OF GREATER LOS ANGELES ANNOUNCE "BUDWEISER MADE IN AMERICA" MUSIC FESTIVAL IN LOS ANGELES LABOR DAY WEEKEND TO COMPLEMENT SUCCESSFUL PHILADELPHIA FESTIVAL**

*– "Budweiser Made In America" Returns to Philadelphia for Third Consecutive Year at Benjamin Franklin Parkway –*

*– Tickets for Both the Philadelphia and Los Angeles Two-Day Festivals Begin Today –*

*– Festivals to Benefit United Way of Greater Los Angeles, United Way of Greater Philadelphia and Southern New Jersey and United Way of Lancaster County –*



**LOS ANGELES (April 16, 2014) –** Shawn "JAY Z" Carter, Los Angeles Mayor Eric Garcetti, Live Nation CEO Michael Rapino, Budweiser and United Way of Greater Los Angeles are bringing the spirit of "Budweiser Made In America," to Los Angeles during the 2014 Labor Day weekend. The two-day music festival began in Philadelphia on Labor Day weekend 2012 to benefit United Way of Philadelphia and Southern New Jersey and United Way of Lancaster County, and this year will

deliver twice the amount of music. Live Nation will produce both the Philadelphia and Los Angeles two-day music festivals, delivering must-see performances on both coasts. Details and lineups for both festival locations will be announced at a later date.

"Budweiser Made In America" will be the first American festival to run simultaneously on both coasts. Performances from both "Budweiser Made In America" sites will be available for fans to view with live-streaming.

With the addition of the west coast festival, JAY Z, Live Nation, Budweiser and United Way are committed to improving lives and strengthening local communities in Los Angeles County. United Way will invest the

funds raised to ensure more people have the opportunity to reach their potential—through quality schools, good jobs and stable housing. The “Budweiser Made In America” Festival provides the perfect crescendo to summer and coincides with the culmination of “Summer of Success,” a multi-pronged approach by Mayor Garcetti to advance youth during the school break by providing them jobs, learning opportunities, and extended programming at City of Los Angeles parks and recreational facilities.

Budweiser, JAY Z and this festival embody the American spirit and enhance the ongoing partnership between the United Way of Greater Los Angeles, and the City of Los Angeles.

The Philadelphia site will benefit United Ways in Greater Philadelphia and Southern New Jersey and Lancaster County, Penn. The primary goal of this music festival is to have a positive impact on the communities involved. As a result, the money invested into these communities will positively impact the education, income and health of the most vulnerable and needy citizens in these regions.

As a result of last year’s “Budweiser Made In America” Festival, United Way of Greater Philadelphia and Southern New Jersey is investing \$300,000 in education and talent development initiatives to enhance cradle-to-career education that ensures all students graduate high school, college and are career-ready, and equips individuals with the job skills and training they need to secure work that provides a family-sustaining income.

The festival also enabled United Way of Lancaster County to invest an additional \$100,000 in programs and services that support learning success across the education continuum.

**WHEN:**

Labor Day Weekend 2014, Aug. 30 – 31

**WHERE:**

The Los Angeles “Budweiser Made In America” Festival will take place on Grand Park in downtown Los Angeles.

The Philadelphia festival site will remain on the Benjamin Franklin Parkway.

**TICKET PURCHASE:**

2 Day Early Bird tickets are available now at [www.livenation.com](http://www.livenation.com).

2 Day Early Bird tickets for Philadelphia are \$99.50 and Los Angeles are \$125.

Additional on sale information will be announced.

**ONGOING FESTIVAL INFORMATION:**

The festivals site, [www.madeinamericafest.com](http://www.madeinamericafest.com) will be updated with general information.

### **About SHAWN "JAY Z" CARTER**

Since 1996, 19-time Grammy award winner, Shawn "JAY Z" Carter has dominated an evolution in pop culture. Between multiple businesses and accolades spanning the recording industry to global investment leaders such as Warren Buffet, JAY Z personifies the "American Dream."

Carter served as President and CEO of Def Jam Recordings, where he fostered the careers of international stars Rihanna, Kanye West and many others before entering into a partnership with Live Nation, forming the entertainment company, Roc Nation. In 2009, his release Blueprint 3 became his 11th # 1 album debut securing the record for most #1 albums by any solo artist. 2012 saw JAY Z launching his annual MADE IN AMERICA festival, a 2-day event held in Philadelphia and headline the opening of the Brooklyn NETS new Barclay's Arena with 8 sold out shows. Majority owner of the 40/40 sports clubs, in April 2013 Carter announced Roc Nation Sports, home to three-time NBA scoring champion, Oklahoma City Thunder's, Kevin Durant, All-Star Seattle Mariner, Robinson Cano and first round draft pick, Notre Dame all-time high scorer, Skylar Diggins, of the Tulsa Shock. 2013 also saw the release of JAY Z's 13th # 1 album debut with "Magna Carta... Holy Grail," a sold-out stadium tour with Justin Timberlake and the sold out worldwide "MAGNA CARTER WORLD TOUR." Shawn "JAY Z" Carter continues his philanthropic work through Shawn Carter Foundation. The Foundation, founded in 2002, is dedicated to helping individuals facing socio-economic hardships further their education, encouraging them to tap into their potential. Shawn Carter Scholars are studying at over 100 institutions of higher learning throughout the nation.

### **About Mayor Eric Garcetti**

Eric Garcetti is the 42nd Mayor of Los Angeles. His "back to basics" agenda is focused on job creation and solving everyday problems for L.A. residents. Garcetti was elected four times by his peers to serve as President of the Los Angeles City Council from 2006 to 2012. From 2001 until taking office as Mayor, he served as the Councilmember representing the 13th District which includes Hollywood, Echo Park, Silver Lake, and Atwater Village -- all of which were dramatically revitalized under Garcetti's leadership. Garcetti was raised in the San Fernando Valley and earned his B.A. and M.A. from Columbia University. He studied as a Rhodes Scholar at Oxford and the London School of Economics and taught at Occidental College and USC. A fourth generation Angeleno, he and his wife, Amy Elaine Wakeland, have a young daughter. He is a Lieutenant in the U.S. Navy reserve and is an avid jazz pianist and photographer.

### **About Live Nation Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of four market leaders: Ticketmaster, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

### **About Budweiser**

Budweiser, an American-style lager, was introduced in 1876 when company founder Adolphus Busch set out to create the United States' first truly national beer brand – brewed to be universally popular and transcend regional tastes. Each batch of Budweiser follows the same family recipe used by five generations of Busch family brewmasters. Budweiser is a medium-bodied, flavorful, crisp and pure beer with blended layers of premium American and European hop aromas, brewed for the perfect balance of flavor and refreshment. Budweiser is made using time-honored methods including “kraeusening” for natural carbonation and Beechwood aging, which results in unparalleled balance and character. The brand celebrates great times and has used the phrase “Grab Some Buds” in advertising since 2010.

### **About United Way of Greater Los Angeles**

The mission of United Way of Greater Los Angeles is to permanently break the cycle of poverty for our most vulnerable neighbors: families, children, veterans and the homeless. We focus on three key issues that form the root causes of poverty: homelessness, education and income. Our programs ensure that individuals and families have stable housing, quality schools and steady income. We succeed by leveraging the community's collective giving, volunteerism and advocacy to create scalable and sustainable pathways out of poverty. For more information, visit [www.unitedwayla.org](http://www.unitedwayla.org).

### **About United Way of Philadelphia and Southern New Jersey**

United Way of Greater Philadelphia and Southern New Jersey, serving communities in Pennsylvania's Chester, Delaware, Montgomery and Philadelphia counties, and New Jersey's Atlantic, Burlington, Camden, Cape May and Cumberland counties, is part of a national network of more than 1,300 locally governed organizations that work to create lasting positive changes in communities and in people's lives. United Way engages the community to identify the underlying causes of the most significant local issues, develops strategies and pulls together financial and human resources to address them, and measures the results. United Way is advancing the common good in Greater Philadelphia and Southern New Jersey by positively impacting the lives of people throughout the region in the areas of education, income, and health.

### **About United Way Of Lancaster County**

United Way of Lancaster County advances the common good and creates opportunities for a better life for all by focusing on the key building blocks to a good life: Education, Financial Stability, and Health. United Way brings together people, organizations, and resources to make lasting change in the community and invites all to LIVE UNITED by giving, advocating, and volunteering to help build a stronger Lancaster County.

### **About “Budweiser Made In America” Festival in Philadelphia**

Slated for its third year in Philadelphia, the “Budweiser Made in America” Festival will once again attract thousands of visitors and festival-goers to the City of Brotherly Love on Labor Day weekend 2014. After the inaugural two-day music festival in 2012, Mayor Michael A. Nutter announced that the event

generated at least \$10 million in economic impact for the city's economy. Additionally, the "Budweiser Made in America" Festival benefits local United Way organizations with the goal of having a positive impact on the host community. As a result of the 2012 festival, United Way of Greater Philadelphia and Southern New Jersey invested more than \$350,000 into education and workforce development initiatives. The City of Philadelphia is well-positioned to host the festival once again in 2014: the city is strategically located on the east coast, boasts world-class transportation and amenities, and local officials have experience producing and accommodating big events like the annual Gore-Tex Philadelphia Marathon, the annual Wawa Welcome America Festival for the 4th of July, and the upcoming World Meeting of Families 2015.

**For more information contact:**

**Shawn "JAY Z" Carter/Roc Nation:** Jana Fleishman, [jf@rocnation.com](mailto:jf@rocnation.com)

**Budweiser:** Jeffrey Grass, [Jeffrey.Grass@anheuser-busch.com](mailto:Jeffrey.Grass@anheuser-busch.com); Rory Roth Honigfeld, [Rory.Roth@pmkbnc.com](mailto:Rory.Roth@pmkbnc.com)

**Live Nation:** Victor Trevino, [victortrevino@livenation.com](mailto:victortrevino@livenation.com); Jacqueline Peterson, [jacquelinepeterson@livenation.com](mailto:jacquelinepeterson@livenation.com)

**United Way Of Lancaster:** Patrick Jinks, [jinks@uwlanc.org](mailto:jinks@uwlanc.org)

**United Way Of Los Angeles:** Mae Tuck, [mtuck@unitedwayla.org](mailto:mtuck@unitedwayla.org)

**United Way Of Philadelphia and Southern New Jersey:** Chris Murray, [cmurray@uwgpsny.org](mailto:cmurray@uwgpsny.org)

**MSO:** Marcee Rondan, [marcee@msopr.com](mailto:marcee@msopr.com)

**City of Philadelphia, Office of Mayor Nutter:** Desiree Peterkin-Bell, [Desiree.Peterkin-Bell@phila.gov](mailto:Desiree.Peterkin-Bell@phila.gov)

**City of Los Angeles, Office of Mayor Garcetti:** Vicki Curry, [Vicki.curry@lacity.org](mailto:Vicki.curry@lacity.org)