



## **BEYONCÉ and THE WEEKND HEADLINE THE 2015 “BUDWEISER MADE IN AMERICA” FESTIVAL**

Axwell/Ingrosso, J. Cole, Bassnectar and Modest Mouse Join The 2-Day Music Celebration

Festival to Benefit United Way In Greater Philadelphia and Southern New Jersey and Lancaster County, PA

*"The third year of Budweiser Made in America, as usual, drew tens of thousands of people from across the Northeastern United States, turning the parkway into an electric outdoor venue." - Philadelphia Inquirer 2014*



### **What:**

“Budweiser Made In America,” the JAY Z curated two-day music festival and staple of Labor Day Weekend, returns to Philadelphia for a fourth season.

This concert will benefit United Ways in Greater Philadelphia and Southern New Jersey and Lancaster County, PA. A primary goal of this music festival is to have a positive impact on the communities involved. As a result of this concert, the money invested into these communities will positively impact the education, income and health of the most

vulnerable and most 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 more than \$300,000 into education and talent development initiatives to enhance cradle-to-career education that ensures all students graduate high school college- or 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 in Education, Financial Stability and Health.

**Who:**

Beyoncé, The Weeknd, Axwell<sup>^</sup>Ingrosso, J. Cole, Bassnectar, Modest Mouse, Death Cab For Cutie, Banks, Meek Mill, Big Sean, A-Trak, Duke Dumont, Santigold, Nick Jonas, Metric, De La Soul, G-Eazy, Future, GTA, Claude VonStroke, Action Bronson, DJ Mustard, Earl Sweatshirt, Fabolous, Vic Mensa, Jacob Plant, Gryffn, Halsey, Saint Motel, Young Rising Sons, Grits & Biscuits

**When:**

Saturday, September 5, 2015  
Sunday, September 6, 2015

**Where:**

Benjamin Franklin Parkway in Philadelphia, PA

**Ticket Purchase:**

American Express® Card Members can purchase tickets for the "Budweiser Made In America" Festival before the general public beginning Thursday, June 25th at 10:00 am EDT through Sunday, June 28th at 10:00 pm EDT. Tickets for the general public can be purchased on Monday, June 29th at 12:00 pm EDT at [www.livenation.com](http://www.livenation.com).

**Ongoing Festival Information:**

For the latest on the "Budweiser Made In America" Festival, please be sure to visit: [www.madeinamericafest.com](http://www.madeinamericafest.com)

**About Shawn "JAY Z" Carter**

Since 1996, 21-time GRAMMY award-winner, Shawn "JAY Z" Carter has been a dominant force in popular culture. With multiple businesses and accolades across the recording industry and strong relationships with global investment leaders like Warren Buffet, JAY Z personifies the "American Dream." Among his achievements, Carter has served as President of Def Jam Recordings, launched the successful "Made In America" festival and acquired luxury spirits brand Armand De Brignac. In 2013, Carter launched Roc Nation Sports, whose roster includes three-time NBA scoring champion and Oklahoma City Thunder star Kevin Durant and MLB All-Star Seattle Mariners second baseman Robinson Cano. Most recently, Carter purchased in the global streaming service, TIDAL, in 2015.

Carter is active in giving back to the community, most notably through his philanthropic work through the 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. Since the foundation launched, Shawn Carter Scholars are studying at over 100 institutions of higher education throughout the nation.

### **About Live Nation Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, Live Nation Media & Sponsorship and Artist Nation Management. 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 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 fourth 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.

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