

# The GRAMMY Museum® and BET International Present the *Sounds of Africa* Exhibit

*New Exhibit to Open June 24 in Conjunction with the  
BET Experience at L.A. LIVE presented by Coca-Cola®*

## *Sounds of Africa Explores the Diverse Sounds of African Artists*

**LOS ANGELES (June 17, 2016)** — On Friday, June 24, 2016, the GRAMMY Museum®, in partnership with BET International, will unveil the *Sounds of Africa* exhibit! This showcase will celebrate the unique diversity that lives in African music, and will spotlight winners and nominees of both the GRAMMY Awards® and the "BET Awards." Located on the Museum's third floor, this limited-time display is an extension of the 16th annual "BET Awards" and the 2016 BET Experience at L.A. LIVE presented by Coca-Cola®. This expression will amplify the celebration of African music artists as presented daily on BET International channels around the globe.

"At BET International, we look forward each year to recognizing and applauding the work of the best musical artists from the continent of Africa as a part of the annual BET Awards, and this year, we're thrilled to collaborate with the GRAMMY Museum to take inter-continental music celebration to new heights with the *Sounds of Africa* exhibit," said Ava Hall, Vice President, BET International Programming and Brand Advancement. "We are beyond excited about this tribute to legendary, traditional and contemporary African music artists, and could not have asked for a better partner."

On display temporarily through fall 2016, the exhibit will feature handwritten lyrics, costumes and rare instruments from artists including:

- GRAMMY winner **Angélique Kidjo**, from the West African nation of Benin
- Singer/songwriter **Salif Keita**, from Djoliba, Mali
- Nigerian singer/songwriter **Sir Victor Uwaifo**
- Nigerian visual artist **Laolu Senbanjo**
- Congolese rumba singer/songwriter and bandleader **Tabu Ley Rochereau**
- Nigerian singer/songwriter and producer **2Face Idibia**
- Nigerian hip-hop artist and actor **Ice Prince**
- And more!

The Fan Fest for the BET Experience at L.A. LIVE presented by Coca-Cola® is free for attendees and has fun activations and engaging activities for all ages at the Los Angeles Convention Center taking place on Saturday, June 25 and Sunday, June 26, 2016. The BET Experience weekend includes several different opportunities for fans, including:

- BET Experience at L.A. LIVE presented by Coca-Cola® featuring some of today's hottest artists including **Lil Wayne, 2 Chainz, Fetty Wap, A\$AP Ferg, Usher, Bryson Tiller, Katt Williams, Mike Epps, Metro Boomin, The Roots & Friends, Ty Dolla \$ign, Kehlani** and more.

- Celebrity Basketball Game presented by Sprite® featuring **Snoop Dogg, Nick Cannon, Omarion, Wale, Ty Dolla \$ign, The Game, Desiigner** and “Black-ish” stars **Miles Brown and Marsai Martin**, alongside ESPN guest **announcers Jemele Hill and Michael Smith**, and many more.
- BETX Main Stage sponsored by JG Wentworth featuring performances by international talent **AKA, Desiigner, Fat Joe & Remy Ma, O.T. Genasis, Kevin Gates, Les Twins, Rae Sremmurd, Dreezy, Unlocking the Truth, Jay Watts, Tye Tribbett, Tasha Cobbs, Devon Franklin**, and **Tim Bowman Jr.**
- BETX Music Stage featuring performances by new artists **Bibi Bourelly, BJ the Chicago Kid** and **Ro James**.
- The Coca-Cola Music Studio featuring performances by up-and-coming artists **Kodie Shane, Jacquees, Chloe x Halle, Jovanie, Detroit Che** and **Candice Boyd**.
- The best in music, comedy concerts, entertaining and interactive activations at the FREE fan festival, “106 & PARK” tapings, seminars, celebrity appearances and more!

VIP Packages for the BET Experience weekend are now on-sale. In addition to VIP amenities throughout the weekend and incredible seats for the STAPLES Center shows, three levels of BETX VIP Packages offer guests the only opportunity to purchase tickets to the highly anticipated BET Awards, broadcast live from Microsoft Theater. The 1,000+ VIP Packages sold out in 2015, so guests are encouraged to purchase now before the allotment is depleted. Full package amenities and pricing for the Diamond, Platinum and Gold VIP Packages can be found by visiting [BETExperience.com](http://BETExperience.com) or by calling (877) 234-8425.

General tickets for the BET Experience at L.A. LIVE presented by Coca-Cola® are now on sale. Single day STAPLES Center show tickets are priced as low as \$49.50, while 3-day STAPLES Center concert ticket packages start at \$148.50. Tickets will be available at <http://www.axs.com/betexperience>.

Download the BETX '16 app powered by AT&T, the #1 source for everything BETX, including real-time event updates, full schedules, daily prizes, live streams and much more. Follow BET Experience on Twitter [@betexperience](https://twitter.com/betexperience) for the latest and greatest and join the conversation by using #BETX. Feel free to also check us out online at [BETExperience.com](http://BETExperience.com).

In addition, BET Experience attendees can purchase discounted tickets to the GRAMMY Museum (\$8) by showing their BET Experience wristband at the Museum Box Office from June 23–26, 2016.

### **ABOUT THE GRAMMY MUSEUM**

Paying tribute to music's rich cultural history, this one-of-a-kind, 21st-century museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY® Award. The GRAMMY Museum features 30,000 square feet of interactive and multimedia exhibits located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests will

experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver.

The GRAMMY Museum is open Monday through Friday from 10:30 a.m. to 6:30 p.m., and Saturday and Sunday from 10 a.m. to 6:30 p.m. For more information, please call 213.765.6800 or visit [www.grammymuseum.org](http://www.grammymuseum.org). For breaking news and exclusive content, follow @TheGRAMMYMuseum on Twitter and Instagram, and like "The GRAMMY Museum" on Facebook.

### **ABOUT BET INTERNATIONAL**

BET Networks is the leading provider of quality entertainment, music, news and public affairs television programming for people that want to know what's hot, what's next and what matters in black culture. BET is currently viewed in more than 110 million homes in over 50 countries around the world, including the United States, the UK, sub-Saharan Africa, Canada and the Caribbean. BET International is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all platforms.

### **ABOUT "BET AWARDS"**

The "BET Awards" is one of the most watched award shows on cable television according to the Nielsen Company. The "BET Awards" franchise remains as the #1 program in cable TV history among African-Americans, and it is BET's #1 telecast every year. It recognizes the triumphs and successes of artists, entertainers, and athletes in a variety of categories.

### **BET EXPERIENCE AT L.A. LIVE PRESENTED BY COCA-COLA®**

BET Networks, an entertainment powerhouse, and AEG, the leading world's leading sports and live entertainment companies and developer/operator of L.A. LIVE, have teamed up once again to create the BET EXPERIENCE AT L.A. LIVE (BETX), June 23 - 26, 2016 presented by Coca-Cola®. This four-day festival will be filled with music and comedy concerts taking place at The Novo by Microsoft and STAPLES Center; FREE BET Fan Fest at the Los Angeles Convention Center including seminars, celebrity basketball games, celebrity meet & greets; and other special appearances. The weekend will be capped off with the "BET Awards" on Sunday, June 26, 2016 at Microsoft Theater.

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