

KWANZA JONES EDIT (Long Form – In Progress)

Overview: This press release announces Culture In Motion™, a new multi-million dollar National Roadshow created by The Apollo and Kwanza Jones to expand The Apollo's nearly century-long legacy into communities across the United States. Powered by the Kwanza Jones & José E. Feliciano Initiative's transformational Impact Multiplier™ model and led by SUPERCHARGED® by Kwanza Jones, the initiative delivers arts access, empowerment experiences, and community-centered programming directly to neighborhoods nationwide. Launching in California in January 2026 on Giving Tuesday, Culture In Motion marks the first activation of the Jones•Feliciano Initiative's Producing Partner Program and introduces the SUPERCHARGED® Boost Bus™—a mobile cultural hub bringing Apollo artistry, storytelling, and engagement to local communities across the country.

FOR IMMEDIATE RELEASE

December 2, 2025 | Giving Tuesday





The Apollo x Kwanza Jones Announce "Culture In Motion," a National Roadshow Uniting Communities Through Arts and Empowerment

The multi-million dollar initiative—powered by Kwanza Jones & José E. Feliciano Initiative and the SUPERCHARGED Boost Bus—advances a new era of cultural connection, creative excellence, and nationwide community uplift.

LOS ANGELES, CA, December 2, 2025 /PRNewswire/— On this global day of giving, Giving Tuesday, **The Apollo** and acclaimed artist, entrepreneur, and philanthropist **Kwanza Jones** announced ***Culture In Motion*™**, a new National Roadshow launching January 2026 to expand the Apollo's nearly 100-year legacy into communities across the United States. Designed to strengthen cultural access and community connection, the Roadshow brings Apollo programming, creative engagement, and SUPERCHARGED® by Kwanza Jones empowerment experiences directly to neighborhoods nationwide.

Culture In Motion is the inaugural activation of the **Kwanza Jones & José E. Feliciano Initiative's (Jones•Feliciano Initiative) Producing Partner Program**. After a rigorous application and review process, The Apollo was selected as the first institutional partner for its historic role as a global cultural beacon and its ongoing commitment to community impact. The multi-million dollar investment reflects **Jones•Feliciano Initiative's transformational Impact Multiplier™** model, which goes beyond

capital—providing institutions with strategic guidance, creative support, operational expertise, and access to a powerful ecosystem of knowledge and networks. Guided by Co-Founder Kwanza Jones’ belief that **“funding is the starting point, not the finish line,”** the model strengthens communities, expands institutional capacity, and multiplies long-term impact beyond Giving Tuesday.

A signature feature of the Culture In Motion Roadshow is the **SUPERCHARGED® Boost Bus**™—a custom mobile cultural hub designed to deliver Apollo artistry, creativity, and empowerment directly to local neighborhoods. The Boost Bus will transport The Apollo’s heritage, performances, storytelling, and legendary **Amateur Night** spirit into communities, meeting people where they are and giving them a powerful boost to go further.

Building on that momentum, **Culture in Motion blends the Apollo’s legacy with bold, future-forward innovation through four programming pillars:**

- **Arts Access:** Live performances, creative showcases, and Apollo-style programming
- **Community Engagement:** Collaborations with cultural institutions, schools, and grassroots organizations
- **Empowerment:** Activations that spark creativity, encourage innovation, and turn inspiration into action
- **Legacy & Innovation:** Honoring The Apollo’s heritage while embracing new formats, technologies, and emerging voices

The Roadshow is co-produced by The Apollo in partnership with, and **led by, SUPERCHARGED by Kwanza Jones**—the empowerment media and creative studio known for building transformative, high-energy experiences that spark courage, confidence, community, and action. SUPERCHARGED brings experiential design, creative production, and storytelling that bridge The Apollo’s iconic legacy with bold, next-era programming.

“The Apollo has always been more than a stage—it’s a space where people use their voice, own their power, and take action,” said **Kwanza Jones**, Executive Producer, Apollo Board Member, Apollo Alum, and Co-Founder of the Jones•Feliciano

Initiative. **"My Apollo story started on the Amateur Night Stage, where I was encouraged to amplify my voice and my purpose. That's the power of what The Apollo does—it's a place for all people.** I'm excited that **this Roadshow will help even more people create their own Apollo story—one that starts right where they are."**

"Giving Tuesday is about strengthening community through generosity, and this partnership reflects exactly that," said Michelle Ebanks, President & CEO of The Apollo. **"Through Culture In Motion, we are bringing the heart of The Apollo directly to the people across the country.** Together with Kwanza Jones, José E. Feliciano, and the SUPERCHARGED team, we're opening fresh pathways for connection as we step into The Apollo's next century. **We invite everyone to join us in celebrating and supporting this next chapter of our journey with the Apollo Roadshow."**

"What I'm really excited about is that this partnership with Kwanza Jones, José E. Feliciano & the SUPERCHARGED team will help advance our centennial strategy to continue to globalize The Apollo," said Joy Profet, Chief Growth Officer, The Apollo. **"It's groundbreaking! The Apollo has never done anything like this in 91 years.** As we make this come to life and reimagine what The Apollo experience will look like for the world, **I'm excited that this will live on beyond the reopening of the Historic Apollo Mainstage."**

In January 2026, the Culture In Motion Roadshow will hold a **send-off celebration** at **The Apollo in Harlem**. The tour will then officially **kick off** its cross-country journey in **Los Angeles during Grammy Week**, before traveling through vibrant cultural hubs across Southern and Northern California, including:

- Los Angeles, CA
- Long Beach, CA
- Inglewood, CA
- San Diego, CA
- Santa Clara, CA
- San Francisco, CA
- Oakland, CA
- Sacramento, CA

From there, the multi-city tour will travel to major cultural centers, campuses, and community venues across the United States, including **Chicago, Atlanta, Miami, Washington D.C.**, and additional stops to be announced. International destinations are under evaluation for early 2027.

Follow the movement. Communities or organizations interested in participating, collaborating, or hosting a Roadshow activation can **find details at** <https://boostbus.com>. **Join us in moving culture forward:** #CultureInMotion and bring a #CultureBoost to your community.

About The Apollo

The Apollo is an American cultural treasure. It is a vibrant non-profit organization rooted in the Harlem community that engages people from around New York, the nation, and the world. Since 1934, The Apollo has celebrated, created, and presented work that centers Black artists and voices from across the African Diaspora. It has also been a catalyst for social and civic advocacy. Today, The Apollo is the largest performing arts institution committed to Black culture and creativity.

apollotheater.org | @apollotheater | #ApolloRoadshow

About SUPERCHARGED® By Kwanza Jones

SUPERCHARGED by Kwanza Jones is the future-forward creative studio and empowerment platform founded and led by multidisciplinary artist, investor, and philanthropist Kwanza Jones. Ignited by her signature formula—energy + intention + impact—SUPERCHARGED creates dynamic music, innovative media, and transformational experiences that boost confidence, build community, and inspire meaningful action. Every project carries the imprint of Kwanza's high-voltage vision and contributes to the growing Kwanzaverse ecosystem. The mission is simple yet SUPERCHARGED: elevate culture, expand human potential, and uplift humanity. Visit kwanzajones.com | @kwanzajones | #CultureSUPERCHARGED

About Kwanza Jones & José E. Feliciano Initiative

The Kwanza Jones & José E. Feliciano Initiative (Jones•Feliciano Initiative) is a private family office and impact organization founded in 2014 by life and business partners Kwanza Jones and José E. Feliciano. Guided by the belief that philanthropy is an investment—not a charity—the Initiative combines strategic investments with purpose-driven philanthropy to advance long-term progress. The work spans four pillars: education, entrepreneurship, equity, and empowerment. To date, the founders have personally committed more than \$250 million to catalytic efforts that strengthen communities, increase access to capital, and drive meaningful impact.

Visit <https://jonesfeliciano.com> | @jonesfelicianoinitiative

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KWANZA JONES EDIT (Optimized Short Form -In Progress)

Overview: This release announces Culture In Motion™, a multi-million dollar National Roadshow created by The Apollo and Kwanza Jones to expand The Apollo's legacy and bring arts access, empowerment, and community programming directly to neighborhoods nationwide. Powered by the Jones•Feliciano Initiative's Impact Multiplier™ model and led by SUPERCHARGED® by Kwanza Jones, the Roadshow launches in California in January 2026 and introduces the SUPERCHARGED Boost Bus™, a mobile cultural hub activating communities across the U.S.

FOR IMMEDIATE RELEASE

December 2, 2025 | PRNewswire

The Apollo x Kwanza Jones Launch "Culture In Motion," a National Roadshow Expanding Arts Access and Community Empowerment

The multi-million dollar initiative—powered by Kwanza Jones & José E. Feliciano Initiative and the SUPERCHARGED Boost Bus—advances a new era of cultural connection, creative excellence, and nationwide community uplift.

LOS ANGELES, CA, December 2, 2025 /PRNewswire/— **The Apollo and Kwanza Jones** announced **Culture In Motion™**, a national Roadshow launching January 2026 to expand the Apollo's cultural programming and SUPERCHARGED® by Kwanza Jones empowerment experiences into communities across the United States.

The initiative is the first activation of the **Kwanza Jones & José E. Feliciano Initiative's (Jones•Feliciano Initiative) Producing Partner Program**, supported by a multi-million dollar investment and the Initiative's **transformational Impact Multiplier™ model**, which provides capital, strategic guidance, creative support, and operational capacity. Guided by Co-Founder Kwanza Jones' belief that "**funding is**

the starting point, not the finish line,” the model strengthens communities, expands institutional capacity, and multiplies long-term impact beyond Giving Tuesday.

A centerpiece of the Roadshow is the **SUPERCHARGED® Boost Bus™**— a mobile cultural hub bringing Apollo performances, workshops, and community activations directly to neighborhoods.

The Roadshow is co-produced by The Apollo and **led by, SUPERCHARGED by Kwanza Jones**—the empowerment media and creative studio known for building transformative, high-energy experiences that spark courage, confidence, community, and action. SUPERCHARGED brings its experiential design, creative production, and storytelling approach to bridge The Apollo’s iconic legacy with bold, next-era programming.

“The Apollo has always been more than a stage—it’s a space where people use their voice, own their power, and take action,” said Kwanza Jones, Executive Producer, Apollo Board Member, Apollo Alum, and Co-Founder of the Jones•Feliciano Initiative. “My Apollo story started on the Amateur Night Stage, and **encouraged me to amplify my voice and my purpose.** That’s the power of what Apollo does—it’s a place for all people. **I’m excited that this Roadshow will help even more people create their own Apollo story—one that starts right where they are.”**

“What I’m really excited about is that this partnership with Kwanza Jones, José E. Feliciano & the SUPERCHARGED team will help advance our centennial strategy to continue to globalize The Apollo,” said Joy Profet, Chief Growth Officer, The Apollo. **“It’s groundbreaking! The Apollo has never done anything like this in 91 years.** As we make this come to life and reimagine what The Apollo experience will look like for the world, I’m excited that this will live on beyond the reopening of the Historic Apollo Mainstage.”

Culture In Motion launches in **California** in January 2026—with stops in Los Angeles, Long Beach, Inglewood, San Diego, Santa Clara, San Francisco, Oakland, and Sacramento.

More information is available at <https://boostbus.com>.

HEADLINE + SUBHEADLINE OPTIONS

(Can Be Used for Targeted Media Pitches)

Headline Options:

1. The Apollo x Kwanza Jones Announce "Culture In Motion," a National Roadshow Uniting Communities Through Arts and Empowerment
2. The Apollo x Kwanza Jones Launch "Culture In Motion," a First-of-Its-Kind National Roadshow Igniting Creativity and Connecting Communities Across the U.S.
3. The Apollo & Kwanza Jones Set "Culture in Motion" with New National Roadshow Designed to Honor Legacy, Spark Creativity, and Inspire Action
4. "Culture In Motion": The Apollo and Kwanza Jones Launch High-Energy National Roadshow Celebrating Creativity, Community, and Culture Across America
5. "Culture In Motion": The Apollo x Kwanza Jones Launch National Roadshow Honoring Legacy while Expanding Creativity in Communities Across the U.S.
6. The Apollo x Kwanza Jones Unveil "Culture In Motion," a National Roadshow Uniting Communities Through Arts and Empowerment
7. A National Boost of Creativity: The Apollo & Kwanza Jones Announce "Culture in Motion," an Experiential Roadshow Energizing Communities Across America
8. A New Era Begins: The Apollo & Kwanza Jones Launch "Culture In Motion," a National Roadshow Bringing and Boosting Creativity and Across the U.S.

Subheadline:

1. The multi-million dollar initiative—powered by Kwanza Jones & José E. Feliciano Initiative and the SUPERCHARGED® Boost Bus—advances a new era of cultural connection, creative excellence, and nationwide community uplift.
2. A multi-million dollar cultural initiative featuring the custom BOOST Bus, delivering The Apollo and SUPERCHARGED® by Kwanza Jones programming, community engagement, and creative experiences on the ground.

3. A multi-million dollar experience—featuring the custom BOOST Bus—powered by Kwanza Jones & José E. Feliciano Initiative's Impact Multiplier approach, bringing arts and empowering activities directly to neighborhoods nationwide.
4. The multi-million dollar initiative, powered by Kwanza Jones & José E. Feliciano Initiative's Impact Multiplier approach and the BOOST Bus—driving culture, empowerment, and action in every city.
5. The multi-million dollar initiative, powered by Kwanza Jones & José E. Feliciano Initiative, advancing a new era of cultural connection, creative excellence, and nationwide community uplift.
6. The multi-million dollar initiative, powered by Kwanza Jones & José E. Feliciano Initiative and the SUPERCHARGED® Boost Bus—activating arts, culture, and empowerment city by city.
7. Powered by Kwanza Jones & José E. Feliciano Initiative's "Impact Multiplier" approach, the multi-million dollar Roadshow boosts culture, connection, and empowerment in every city.
8. Powered by Kwanza Jones & José E. Feliciano Initiative's multi-million dollar commitment, featuring experiential arts, workshops, and on-the-ground cultural activations.

OPTION 1 DRAFT

FOR IMMEDIATE RELEASE

December 2, 2025 | Giving Tuesday

Overview: This press release highlights the Kwanza Jones & José E. Feliciano Initiative's transformative philanthropic commitment to The Apollo, showcasing an impact-multiplier model that extends beyond traditional funding through infrastructure, production collaboration, and long-term support. It also introduces the first details of The Roadshow, beginning in Southern California in January 2026, as the Initiative's real-world activation of its mission to advance cultural influence and lasting legacy.

Headline: Kwanza Jones & José Feliciano Initiative Announces Philanthropic Commitment to The Apollo, Launching a National Roadshow for 2026

More Headline Options:

9. Kwanza Jones & José E. Feliciano Commit Multi-Million Dollar Investment to Take Apollo Theater on the Road.
10. Apollo Theater Selected as Producing Partner for Groundbreaking National Roadshow.
11. Kwanza Jones & José Feliciano Initiative Announces Major Philanthropic Partnership with the Apollo Theater.
12. Beyond Traditional Funding: Kwanza Jones & José Feliciano Initiative Launches Innovative Philanthropy Model with Apollo Theater.

Subheadline:

9. From Harlem to everywhere: The Roadshow, produced in collaboration with SUPERCHARGED® by Kwanza Jones, is set to take the legendary stage on the road from January 2026.
10. From Harlem to everywhere: Apollo Theater x Kwanza Jones present: Culture In Motion, a Roadshow, produced set to take the legendary Apollo Theater on the road from January 2026.

LOS ANGELES, CA, December 2, 2025 /PRNewswire/ - On this global day of giving, the **Kwanza Jones & José E. Feliciano Initiative (Jones•Feliciano Initiative)** announced a transformational philanthropic commitment to **The Apollo Theater**, empowering the nearly 100-year-old cultural institution to amplify its legacy, expand its impact, and bring its creative spirit directly to communities across the United States through a roadshow **titled "Apollo Theater x Kwanza Jones Presents: Culture In Motion,"** launching in January 2026.

This commitment reflects the Jones•Feliciano Initiative's long-term approach to building enduring cultural impact and influence, while supporting work that contributes to lasting and advancing legacy.

The Jones•Feliciano Initiative's philanthropic model goes far beyond traditional funding. It integrates investment, infrastructure, production leadership, planning support, on-the-ground coordination, and the national network and creative resources required to bring a project of this scale to life. This impact multiplier approach ensures institutions can grow not only in vision, but in capacity and reach.

As part of this support, the Jones•Feliciano Initiative is providing a custom-branded Roadshow bus titled "Boost Bus," which will serve as a mobile cultural hub, transporting The Apollo's heritage, artistry, and storytelling power across regions and communities.

"What I'm really excited about is that this is about our centennial strategy to globalize The Apollo," said Joy Profet, Chief Growth Officer, Apollo Theater. "It's groundbreaking! The Apollo has never done anything like this in 91 years. As we make this come to life and reimagine what The Apollo experience will look like for the world, I'm excited that this will live on beyond the reopening of the Apollo."

In a powerful full-circle moment, the partnership reflects the personal journey of **Kwanza Jones**, who once stood on The Apollo stage as a young performer. Today, as an Apollo board member, Amateur Night alum, artist, cultural investor, producer and Co-Founder of the Kwanza Jones & José E. Feliciano Initiative, she is giving back to the institution that helped boost her confidence.

"The Apollo is more than a stage. It's not just the performances that are there. More than a stage, it's the understanding that it's a cultural impact and it's a legacy that has been legendary," said Kwanza Jones. "So many people have an Apollo story, that's culture, that's on the move. That's the power of what Apollo does. And that's making it a place that is for all people."

The Roadshow will be produced in collaboration with SUPERCHARGED® by Kwanza Jones, the empowerment media and impact organization founded by Kwanza Jones.

SUPERCHARGED brings its signature energy, experiential design, and community-centered storytelling to the project, bridging the legacy of The Apollo with the innovation and action needed to expand its influence globally.

The Apollo was chosen as a partner through the Jones•Feliciano Initiative's formal **Producing Partner Program**, a rigorous application and review process designed to identify institutions aligned with the Jones•Feliciano Initiative's mission to support long-lasting cultural work. The Apollo's history, artistic influence, and commitment to community made it a standout selection.

Starting January of 2026, The Roadshow will begin its cross-country journey in Southern California with stops at:

- Los Angeles, CA
- Long Beach, CA
- Inglewood, CA
- Leimert Park, CA
- San Diego, CA
- Santa Clara, CA

These locations were selected for their rich cultural histories and vibrant artistic communities. Additional stops across the U.S. will be announced as the Roadshow progresses.

The Roadshow represents the type of partnership the Jones•Feliciano Initiative was built to champion: one that reinforces cultural heritage while advancing new

opportunities for creative connection, institutional resilience, and community storytelling.

For more details about The Roadshow, visit <https://boostbus.com/>. Additional information on the schedule, city stops, and community engagement opportunities will be announced in the coming weeks.

About The Apollo Theater

The Apollo Theater is a not-for-profit performing arts center committed to championing artists and celebrating the rich cultural contributions of the African diaspora. Since 1934, The Apollo has served as a beacon of creativity, catalyzing innovation and transformation in Harlem and beyond.

About SUPERCHARGED® By Kwanza Jones

SUPERCHARGED by Kwanza Jones is a motivational media company founded by artist, investor, and philanthropist Kwanza Jones. With a mission to boost humans to be better and improve the world together, SUPERCHARGED creates music, empowering media, transformative experiences, and connection-driven initiatives that inspire individuals and organizations to improve themselves and their communities.

About Kwanza Jones & José E. Feliciano Initiative

Kwanza Jones & José E. Feliciano Initiative is a private family office founded by life and business partners, Kwanza Jones and José E. Feliciano. The Initiative is dedicated to creating meaningful impact through strategic investments and transformative philanthropy. Guided by a commitment to purpose-driven initiatives, the organization invests in and partners with nonprofits and for-profits with a key focus on four pillars – education, entrepreneurship, equity, and empowerment. The Kwanza Jones & José E. Feliciano Initiative has committed more than \$250 million to expanding access, opportunity, and community impact.

Press Contacts:

The Apollo – [Name, Title, Email]

Kwanza Jones & José E. Feliciano Initiative – [Name, Title, Email]

Follow the Movement:

<https://boostbus.com/> | [apollo.com/roadshow] | [kwanzajones.com] |

#CultureInMotion #ApolloRoadshow #CultureSUPERCHARGED #CultureBoost

OPTION 2 DRAFT (Old Copy, Apollo-Centered)

FOR IMMEDIATE RELEASE

December 2, 2025 | Giving Tuesday

Headline: The Kwanza Jones & José E. Feliciano Initiative and Apollo Theater Launch A National Roadshow Experience Titled “The Apollo Roadshow”

Subheadline: From Harlem to everywhere: The Apollo Roadshow, set to begin in January 2026, takes the legendary stage on the road.

NEW YORK, December 2, 2025 /PRNewswire/ - The Apollo and the Kwanza Jones & José E. Feliciano Initiative today announced The Apollo Roadshow, a first-of-its-kind traveling cultural experience designed to bring the energy, legacy, and creativity of Harlem's legendary Apollo Theater to cities across the United States.

Timed with Giving Tuesday, the announcement highlights the Roadshow's message of giving back through connection. It is designed to empower communities by meeting people where they are, celebrating local talent, and creating opportunities for engagement, expression, and belonging.

“The Apollo is more than a stage. It's not just the performances that are there. More than a stage, it's the understanding that it's a cultural impact and it's a legacy that has been legendary,” said Kwanza Jones, Apollo board member, Amateur Night alum, and Co-Founder of the Kwanza Jones & José E. Feliciano Initiative. “So many people have an Apollo story, that's culture, that's on the move. That's the power of what Apollo does. And that's making it a place that is for all people.”

A Legacy In Motion

The Apollo has long been a global icon of Black creativity, innovation, and excellence. From legendary performances to transformative community programs, its impact extends far beyond Harlem.

With The Apollo Roadshow, set to begin in January 2026, that legacy goes mobile, bringing Apollo artists, alumni, and programs to cities across the United States, creating immersive activations that celebrate cultural storytelling and artistic discovery.

Each stop will feature local talent showcases, immersive experiences, and community-driven conversations inspired by The Apollo's legacy of amplifying voices and shaping culture.

The first wave of Apollo Roadshow stops will include:

End of January 2026 – Southern California

- Los Angeles, CA
- Long Beach, CA
- Inglewood, CA
- Leimert Park, CA
- San Diego, CA

February 2026 – Northern California / Bay Area

- Santa Clara, CA
- San Jose / Silicon Valley, CA
- Oakland, CA
- San Francisco, CA
- Sacramento, CA

Additional cities across the U.S. will be revealed dynamically as the Roadshow progresses.

Each location has been selected for its deep cultural significance and vibrant creative ecosystems, reflecting the Apollo's mission to elevate voices, celebrate community, and inspire the next generation of talent.

Powered By Partnership

As lead sponsor, the Kwanza Jones & José E. Feliciano Initiative is providing a significant financial commitment and a custom-branded bus that will serve as The Apollo Roadshow's mobile cultural hub.

The Roadshow will be produced in collaboration with SUPERCHARGED® by Kwanza Jones, the empowerment media and impact organization founded by Kwanza Jones.

"For more than 90 years, The Apollo has been a cultural home for creativity, innovation, and community," said [Apollo Representative, Title]. "With support from the Kwanza Jones & José E. Feliciano Initiative and SUPERCHARGED® By Kwanza Jones, we can extend that spirit beyond Harlem's walls and into communities nationwide. This Roadshow will connect cities, unite cultures, and boost the future of artistic expression."

Together, the organizations seek to expand access, spark creativity, and invest in the next generation, using culture, community, and creativity as catalysts for connection.

For more details about The Apollo Roadshow, visit <https://boostbus.com/>. Additional information on the schedule, city stops, and community engagement opportunities will be announced in the coming weeks.

About The Apollo Theater

The Apollo Theater is a not-for-profit performing arts center committed to championing artists and celebrating the rich cultural contributions of the African diaspora. Since 1934, The Apollo has served as a beacon of creativity, catalyzing innovation and transformation in Harlem and beyond.

About SUPERCHARGED By Kwanza Jones

SUPERCHARGED by Kwanza Jones is a motivational media company founded by artist, investor, and philanthropist Kwanza Jones. With a mission to boost humans to be better and improve the world together, SUPERCHARGED creates music, empowering media, transformative experiences, and connection-driven initiatives that inspire individuals and organizations to improve themselves and their communities.

About The Kwanza Jones & José E. Feliciano Initiative

The Kwanza Jones & José E. Feliciano Initiative is a private family office founded by life and business partners, Kwanza Jones and José E. Feliciano. The Initiative is dedicated to creating meaningful impact through strategic investments and transformative philanthropy. Guided by a commitment to purpose-driven initiatives, the organization invests in and partners with nonprofits and for-profits with a key focus on four pillars – education, entrepreneurship, equity, and empowerment. The Kwanza Jones & José E. Feliciano Initiative has committed more than \$250 million to expanding access, opportunity, and community impact.

Press Contacts:

The Apollo – [Name, Title, Email]

SUPERCHARGED by Kwanza Jones – [Name, Title, Email]

Follow the Movement:

[apollo.com/roadshow] | [kwanzajones.com] | #CultureInMotion #ApolloRoadshow
#CultureSUPERCHARGED #CultureBoost

OPTION 3 DRAFT (Old Copy, Apollo-Centered)

FOR IMMEDIATE RELEASE

December 2, 2025 | Giving Tuesday

**THE KWANZA JONES & JOSÉ E. FELICIANO INITIATIVE & APOLLO THEATER ANNOUNCE
“THE APOLLO ROADSHOW”: A NATIONAL MOVEMENT CELEBRATING CULTURE,
COMMUNITY & CREATIVITY**

LOS ANGELES, CA — December 2, 2025 (Giving Tuesday):

The Kwanza Jones & José E. Feliciano Initiative and The Apollo today announced The Apollo Roadshow, a first-of-its-kind traveling experience that takes Harlem's heartbeat and the Apollo stage on the road, celebrating culture, creativity, and community in key cities across the nation.

Timed with Giving Tuesday, the announcement highlights the Roadshow's message of giving back through connection. It is designed to empower communities by meeting people where they are, celebrating local talent, and creating opportunities for engagement, expression, and belonging.

The partnership between Apollo and the Kwanza Jones & José E. Feliciano Initiative is built on a shared mission: to amplify creativity, empower communities, and inspire the next generation of changemakers.

A LEGACY IN MOTION

The Apollo has long been a global icon of Black creativity, innovation, and excellence. From legendary performances to transformative community programs, its impact extends far beyond Harlem.

With The Apollo Roadshow, that legacy goes mobile bringing Apollo artists, alumni, and programs to cities across the United States. This experience creates immersive activations that celebrate cultural storytelling and artistic discovery.

POWERED BY PARTNERSHIP

The Apollo Roadshow is produced in collaboration with SUPERCHARGED® by Kwanza Jones—the empowerment media and impact organization founded by artist, investor, and philanthropist Kwanza Jones.

Together, they are creating a dynamic cultural ecosystem that merges Apollo's heritage with the SUPERCHARGED energy, bridging legacy and modern empowerment.

"The Apollo isn't just a place — it's an energy," said Kwanza Jones, Founder and CEO of SUPERCHARGED by Kwanza Jones.

“Through this partnership, we’re taking that energy on the road. The Apollo Roadshow is about connection, creativity, and giving back through culture.”

CELEBRATING CREATIVITY. BUILDING COMMUNITY. GIVING BACK.

The first announcement introduces the initial key markets, including Atlanta, Washington D.C., Chicago, and Detroit, with additional cities to be revealed as the Roadshow progresses.

Each stop will spotlight artists, community leaders, and Apollo alumni, transforming local spaces into hubs of performance, dialogue, and inspiration.

“The Apollo has always been a space where community and creativity converge,” said

DRIVEN BY ENERGY. UNITED BY CULTURE. CONNECTING CITIES. BOOSTING THE FUTURE.

With The Apollo Roadshow, we’re expanding an experience nationwide, bringing the spirit of Harlem to communities everywhere. This is a story that is powered by the people, felt by the world, and boosting the future, transforming the Apollo from a location into a living, moving symbol of cultural energy.

GIVING TUESDAY WITH PURPOSE

Timed to launch on Giving Tuesday, The Apollo Roadshow embodies a new form of cultural philanthropy—where the gift is art, access, and shared experience. It’s about meeting people where they are and amplifying the power of creative community. “When legacy meets momentum, culture moves,” said Jones. “This isn’t just a tour, it’s a movement.”

NEXT STEPS

A second press announcement in January 2026 will unveil the Apollo Bus Experience, including exclusive visuals, artist features, and the first city activation.

The Apollo Roadshow communications strategy is led by the SUPERCHARGED by Kwanza Jones, in close partnership with The Apollo.

ABOUT THE APOLLO

The Apollo is a not-for-profit performing arts center committed to championing artists and celebrating the rich cultural contributions of the African diaspora. Since 1934, The Apollo has served as a beacon of creativity, catalyzing innovation and transformation in Harlem and beyond.

ABOUT SUPERCHARGED® BY KWANZA JONES

SUPERCHARGED by Kwanza Jones is a motivational media company founded by artist, investor, and philanthropist Kwanza Jones. With a mission to boost humans to be better and improve the world together, SUPERCHARGED creates music, empowering media, transformative experiences, and connection-driven initiatives that inspire individuals and organizations to improve themselves and their communities.

Press Contacts:

The Apollo – [Name, Title, Email]

SUPERCHARGED by Kwanza Jones – [Name, Title, Email]

Follow the Movement:

[apollo.com/roadshow] | [kwanzajones.com] | #CultureInMotion #ApolloRoadshow
#CultureSUPERCHARGED #CultureBoost

Additional Notes:

Long-form press release:

- Serves as the comprehensive version that tells the full story without being constrained by word count limits
- Should be used on owned media channels like their website and the Apollo's website pages
- Can be different from what gets distributed through wire services
- Starts from a more comprehensive place that can be intentionally shortened later
- Allows for multiple perspectives and serves various purposes beyond just wire distribution

Short-form press release:

- Created using AI tools (ChatGPT, Omni, or Gemini) to condense the long-form version
- Designed specifically for PR Newswire distribution, where length affects cost
- More cost-effective for wire service distribution
- Significantly condensed in word count compared to the long-form version

Press Release Development Process:

Kwanza led the team through creating both long-form and short-form press releases for the Apollo X Kwanza Jones Culture in Motion™ roadshow announcement. The team started with initial drafts from Maro and Maria, which Kwanza then extensively edited, expanded, and "remixed" to better accomplish the release's goals.

Long-Form vs Short-Form Strategy:

- **Long-form:** Comprehensive storytelling without word count constraints, designed for owned media channels (their website, Apollo's website). Covers philanthropic, arts, and entertainment aspects thoroughly
- **Short-form:** Created using AI tools (ChatGPT/Omni/Gemini) to condense the long version for PR Newswire distribution, where length affects cost

Distribution Strategy:

The team discussed using different distribution markets through Cision, including:

- Entertainment (primary category)
- Multicultural markets (high alignment due to Apollo's historical significance)
- Arts and culture verticals
- Philanthropy segments

Embargo and Media Outreach:

Kwanza emphasized building "muscle" for embargo pitches and traditional press outreach, connecting this to larger 2025-2026 strategic rollouts. The approach involves creating targeted pitches for different industry verticals and markets.

Trademark Considerations:

Culture in Motion™ has been trademarked and must be properly marked in body copy (not headlines) following first-use guidelines.

Technical Requirements:

The team addressed press contact information, website press kit development, and tracking capabilities for media engagement analytics

