



Alicia Keys, Emily King Set to Perform at Heineken Red Star Soul Finale

Heineken Red Star Soul takes the stage on Broadway with a special invitation-only concert in New York headlined by Grammy Award winner Alicia Keys and featuring performances by Emily King and DJ Cassidy.

Heineken Red Star Soul is a series of live musical concerts and events created by Heineken to celebrate and recognize emerging and established

artists and individuals who have blazed independent paths to success in soul and R&B music inspiring others along the way. In addition to Keys, DJ Cassidy and King the 2007 Heineken Red Star Soul experience has featured performances by highly-regarded artists Erykah Badu, Common and Raphael Saadiq in markets across the country.

The evening will also feature a special presentation of the Heineken Independent Achiever Award to legendary founder of Video Music Box, Ralph McDaniels. The award, established in 2006, honors individuals who demonstrate the hustle, integrity and drive to succeed while inspiring others along the way. Ralph McDaniels epitomizes these qualities in his life and throughout his esteemed career.

“Ralph McDaniels is an inspiration to all who saw hip-hop and soul music videos for the first time on Video Music Box; there are many artists who earned their first big break because Ralph gave them a platform to speak. His influence is unquestionable and we are honored to celebrate and recognize the immense contributions he has made both in New York and around the world,” said Andy Glaser, Heineken Brand Director.

Ralph McDaniels gave a voice to hip-hop and soul musicians by featuring music videos for general consumption on public television in New York in the 1980s. Known to the music industry as the original tastemaker to the streets, he created the first music video show catering exclusively to an urban market. Celebrating nearly 25 years of broadcasting, the show continues to be a primary outlet for artists, DJ’s and event planners to showcase all facets of the hip-hop and soul music. Video Music Box currently airs on NYC TV broadcast channel 25 in New York City. Ralph also hosts The Bridge, NYC TV’s old school hip-hop show featuring classic music videos. Arick Wierson, NYC TV General Manager and Co-Creator of The Bridge, will be on hand to present the award to Ralph.