

# BLACK BUSINESS SPACE VALUE TOUR

*"Bringing the Value of CommUNITY to a City Near You!"*

## FOR IMMEDIATE RELEASE

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## CONTACT

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## *WITH THE AUDACITY TO HOPE QUALITY CONTENT IS THE WILL OF THE PEOPLE RAWKUS ARTIST HEZEKIAH JOINS GRASSROOTS VALUE TOUR*

**Philadelphia, PA - Citing country music,** Quincy Jones and Kool G Rap as influences, Hezekiah was undeniably born to be different. On October 31, 2008 it was Hezekiah Davis' difference, vision, and his audacity to hope that moved him to join a grassroots tour centered on the will of the people. While the tour will provide him with good public relations and strategic fan building, Hezekiah's participation will also help bring increased visibility for the tour and help propel this conscious economic and community building movement into a positive success.

**As a Rawkus recording artist,** Hezekiah has some big shoes to fill. Mos Def and Talib Kweli are just two of the Rawkus 50 which have been deemed as "the next most important artists in hip hop." When Reelblack TV's host Lyrispect in an interview asked, "Looking at some of the talent that comes out of Rawkus... Do you feel there is a certain standard you need to rise to, that your work needs to be of a certain caliber?", Hezekiah answered, "Yeah, you got to at least match it. If you don't match it or surpass it, you don't even need to be doing it." It was Hezekiah's ethics, creativity, style, and content that won over Carl Marshall, A&R rep for Optimus Entertainment Group, a sponsor of the BBS Value Tour that also serves as chair of the tour's talent commission.

**The Black Business Space Value Tour** is more than a performance tour, it is a grassroots movement that speaks to the businesses' and artists' commitment to the community and the community's commitment to its businesses, institutions, and artists. The tour manifests as an entertainment and business development product that is for the community; made from the community showcasing core values, fine art, performance artists, and businesses via a concert performance tour uniquely enhanced by fine art exhibits and a keepsake business resource publication. The tour missions to create opportunities for visual and performance artists, and business members of Black Business Space, to increase their fan and customer base and brand awareness while creating a synergy of community loyalty and support. The tour also missions to give back to the community through hands on community service and cause marketing that leverages members' businesses in support of non-profit causes. BBS Value Tour is an extension of the Black Business Space experience. Black Business Space is a program of the National Black Business Trade Association. Lee Green is the Founder and President.

**Music is second nature** to Hezekiah, as he was raised in a musical family in Chester, PA, just outside of Philadelphia. At an early age he soaked up his parents predilection for Blues (Otis Redding and Bo Diddley) and belting out God's greatest hits at his family's church; and before long Hezekiah was singing in his Uncle's band, the Funk Disciples (who dropped some super hard-to-find wax in the mid-70's).

**But it was getting up with the Legendary Roots Crew** in '93 that spurred him to get down to business. Hezekiah then began to work his way up through the ranks of the Philly's ever-strong and flourishing Hip Hop scene with his on point wordplay, superior songwriting, and lovely production skills—working with the likes of Musiq Soulchild, Bilal, The Jazzyfatnastees and Bahamadia.

**In 2005 Hezekiah's debut album "Hurry Up & Wait"** (a title dedicated to the woes of the independent

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### BBS VALUE TOUR ORGANIZING COMMISSION

Jacqueline Taylor-Adams  
The Master Griot Project  
Coordinator

Edwina Warder  
eBiz Marketing  
Chair, Marketing

Liana Arnwine  
Individual Expressions  
Chair, Communications

Hussein Hill  
The Oral Buffet on  
NBBTARADIO.com  
Marketing

Jerry Adams  
Optimus Entertainment  
Chair, Talent

Donna McKeithan  
Xodus International Group  
Chair, Tour Coordination

Rebekah Jenkins  
Innovative Design Style  
Chair, Image

James "Prez" Carter  
Big Fish Productions  
Chair, Stage Production

Ty Collier  
MBL Records  
Talent - Promotions

Stephen Starks  
Problem Solvers Unlimited  
Chair, Outreach/Strategy

W. Lazone Gray  
ISBA, Inc.  
Co-Chair, Outreach

Will Stewart  
Trendsetters to Trendsetters Magazine -  
Chair, Public Relations

Lee Green  
President and CEO  
National Black Business  
Trade Association [NBBTA]  
Black Business Space  
Black Business Builders

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artist), was released on New York's Soulspazm Records to critical praises by Vibe, Trace, XLR8R, Allhiphop.com, Pitchforkmedia.com, okayplayer.com and also included on iTunes "Best Of 2005" list among many others.

**In addition**, he's the driving force behind and member of the influential Beat Society. Renowned for his live performances, Hezekiah has opened up for Mos Def and toured globally including with Rawkus' Live In The Fresh Tour in Spring of 2008.

Hezekiah is currently working on three projects to released in early 2009, including one with Johnny Popcorn, the rock band he is part of. His sophomore LP, "I Predict A Riot", was released on September 18, 2007 courtesy of Rawkus/Soulspazm Records. "I Predict A Riot" features collaborations with a who's who list of Philly artists including Freeway, Bilal, Jaguar Wright and Chief Kamachi among others. While Hezekiah continues to flex his chops behind the boards, he also handles the majority of the production for most of his projects from his studio in his bedroom.

**April 2009** begins the concert performance leg of the BBS Value Tour. Other tour headliners include Optimus Entertainment Group's upcoming mega talents David Chance, formerly of R&B sensation Ruff Endz, and Link, who was written for Kci and JoJo, Gerald LeVert and more. The tour will showcase over twenty artists in the genres of jazz, hip hop, R&B, gospel, spoken word, comedy, theatre/film, film making, photography, fashion design, and visual art. MBL Records heads up artists promotions and will host an open call showcase in each city where the winner earns the opportunity to open up the BBSVT concert. Jacqueline Taylor-Adams, CMO of The Master Griot Project, is the creator of and coordinator for the tour.

**Hezekiah laments** "I'm not a conscious rapper; I just have something to say. I'm a nerd, a freak, a geek, but I'm dangerous. This is the start of something new." For press kit, booking and additional information about the BBS Value Tour, contact Jacqueline Taylor-Adams at 267.292.5124 or [info@bbsvaluetour.com](mailto:info@bbsvaluetour.com).

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## WHAT IS THE BBS VALUE TOUR?

**BBS is the acronym** for Black Business Space, a program of the National Black Business Trade Association [[NBBTA](#)].

**The BBS Value Tour is an entertainment** and business development product that is for the community; made from the community that showcases core values, fine art, independent performance artists, and businesses via a concert performance tour uniquely enhanced by fine art exhibits and a business resource publication.

## THE MISSION

To create opportunities for visual and performance artists, and business members of Black Business Space [BBS]. To increase their fan and customer base, brand awareness, and end sales. To create a synergy of community loyalty and support. To remind and reinforce core values and business etiquette for the community at large. To give back to the community through hands on community service, promotion of member non-profit causes, and/or give donations where feasible.

**BBSVT features and showcases** institutions whose work is and has been of great significance to the Black community and provide models for healthy community development as well as performance and visual artists in the genres of jazz, hip hop, R&B, gospel, spoken word, comedy, theatre/film, film making, photography, fashion design, and visual art.

## Community Outreach

The BBS Value Tour also brings value to participating cities by providing community service directly to an organization in that city and/or promoting causes relevant to that community. A directory of non-profit members will also be included in the collectible resource book that will travel with the tour.

## What We Provide; What We Offer

Opportunity! Through artist, business, and community development activities, the BBS Value Tour creates opportunities for artists, businesses and organizations to engage the affluent African American and multi-cultural communities; targeted opportunities to build to relationships and loyalty that in turn positively effect the bottom line. The opportunity for targeted exposure, plus: BBSVT provides on and offline high impact marketing services and becomes a reseller of many of our members product and services. The Black Business Space Value Tour offers members of the global community the opportunity to learn and connect in a committed environment; to have an extended family. BBSVT also provides opportunities to create community economic wealth through the promotion of "support of artists and businesses" within the community as well as the Black Business Builders marketing and funding program.

**The Black Business Space Value Tour speaks to** the businesses' and artists' commitment to the community AND the community's (**you, me, we**) commitment to its businesses, institutions, and artists.

**Rallying the "kinship" community in support** of community members' businesses, our supporters' businesses, Family, the Environment, one another, and most importantly, the Artists who are the storytellers of our culture. The BBSVT moves on its mission to make a difference; creating a community that brings vitality, value, and ROI to our national and global communities.

**Adopt An Artist or Institution!** Businesses advertise or request your customized-to-your-needs sponsor partnership packet 1.888.846.9811.

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## WHO IS SHOWCASED?

### INSTITUTIONS

The National Black Theatre  
International DJ Trade Association (DJTA)  
House of Umoja - Think Green Peace Campaign  
Harvest Institute

### VISUAL ARTISTS

Rebekah Jenkins (PA)  
Frances Bradley (PA)  
Photography: Stephen Hudgins (PA)  
Filmmaker: Aaron Blandon (PA)

### PERFORMANCE ARTISTS

Brian O'Neal (Jazz) (OH)  
Brinae Ali (Jazz/Soul) (PA)  
Melvin C. McKnight (R&B) (NJ)  
Gina Green (R&B) (CA)  
Mahoghane (R&B) (D.C.)  
Ghetto Songbird (Rock) (PA)  
Matata Rae (Rap) (CA)  
F.U.D.G.E. (Gospel Comedy) (NY)  
Frances Bradley (Dance - Tap) (PA)  
Brinae Ali (Dance - Tap) (PA)

### Spoken Word:

Nspire (LA)  
Master Griot Queen (Kween Shantey) (ATL)  
Master Griot Shyster aka Mrs. Betty's Son (PA)  
Master Griot RhapsodE (PA)  
Master Griot Damali (PA)  
Master Griot Zen Aura/Infinite Life (PA)  
Master Griot Brothas Keepa (Memphis)