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## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### RAP ARTIST DABABY TO HEADLINE CHICAGOLAND HEADLIGHTS FESTIVAL

*Live Drive-In Concert A Welcome Relief from Quarantine*

Hazel Crest, IL – Award-winning hip-hop artist DaBaby will headline a live drive-in concert series in Hazel Crest, IL, the first of its kind in the Midwest. The Headlights Festival presented by PR Pop-Ups, LLC. will feature three unique shows for three days starting July 24<sup>th</sup>. The festival will consist of House Music, Hip Hop and R&B Inspirational. The Chicagoland area will enjoy a star-studded lineup of artists and DJs from various genres at the 14-acre sprawling Cross Pointe Park in Hazel Crest, IL. Tickets can be purchased at [prpopups.com](http://prpopups.com). Festival organizers have worked to ensure concert goers can enjoy live performances in a socially distanced environment. Headlights Festival co-creator Rita Lee explains why these concerts are needed right now. “We understand the need to be responsible amid this pandemic, however, we know there is a desire for live entertainment options after months of virtual communications. We’re excited to announce this will be the first of many live drive-in concerts coming to the Chicagoland area,” said Lee.



#### HEADLIGHTS FESTIVAL LINEUP

**July 24<sup>th</sup>** – The Chosen Few DJs

**July 25<sup>th</sup>** – DaBaby

DJ Drama & Friends

Former NFL Superbowl Champ Napalm

PatrickXXLEE (virtual from Johannesburg, South Africa)

Hosted by: Hollyhood Bay Bay

**July 26<sup>th</sup>** – Keke Wyatt

Charles Jenkins

Keedron Bryant

Slique Jay Adams

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Concert tickets can be purchased at [prpopups.com](http://prpopups.com). Some proceeds will benefit The Support Group, a local nonprofit along with other charities. On Friday, July 24<sup>th</sup>, The Chosen Few DJs will kick off live for the first time in months. The 2020 BET Awards, Male Hip Hop winner and rap sensation **DaBaby** will headline on Saturday, July 25<sup>th</sup>. He rose to stardom quickly and successfully collaborated on projects with some of raps top artists. DJ Drama and friends will also grace the stage. Drama is an award-winning promoter, producer

and DJ who gained recognition as the official DJ for Atlanta rapper T.I. Former NFL wide receiver turned R&B star **Napalm** will open the show on Saturday.



**Keke Wyatt** will lead a soulful lineup of talented artists on Sunday, July 26<sup>th</sup>. Wyatt is best known for “My first love,” her debut hit with singer Avant. Chicago native and former pastor of Fellowship Baptist Church **Charles Jenkins** will accompany Wyatt in the lineup. Jenkins is an award-winning writer and producer in the gospel genre.



Debating in his first concert performance is 12-year-old **Keedron Bryant** who rose to stardom on social media for his song “I want to live.” The song became an anthem for the protests that took place after the death of George Floyd. Bryant was signed to a record deal on June 19, 2020. Celebrities across the country called for his music career to begin and continue to support him.

This is the first drive-in urban concert series of its type taking place during the pandemic. Festival organizers have put several measures in place to ensure social distancing standards will be adhered to by concert goers. Face coverings are encouraged for anyone who leaves their vehicle. PR Pop-Ups, LLC, parent company of the Headlights Festival has experience offering socially distanced drive-ins in the south suburbs of Chicago since May 2020. PR Pop-Ups will organize additional live drive-in concerts throughout the summer as major artists are excited to release new music and want to connect with their fans who have been quarantined for several months. The Highlights Festival is powered by Nuface Entertainment Group, LLC, Global 360 Marketing & Cruz Control Entertainment.

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