

FOR IMMEDIATE RELEASE

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Palace Theatre Announcement

Building On Love

A Benefit for the McLean Family

The Frank White Experience

with special guest DJ TGIF

Sat, April 1 at 7:00PM

The Palace Theatre and Building on Love are partnering up to present **The Frank White Experience** and special guest **DJ TGIF**, live in the Palace Lobby - **Saturday, April 1 at 7:00PM**. Part of the Palace Theatre's Community Engagement Initiative, **all proceeds from the fundraiser will benefit Building on Love and will be used to support the McLean Family, to assist in covering the expenses of cancer treatment for their son Ezekiel.**

6-year-old Ezekiel McLean has always been a healthy, upbeat, loving, helpful and supportive child. When his parents learned about his diagnosis of stage 4 kidney cancer, they responded as any parents would; fear, uncertainty, doubt, anger... How could this be? The report they received stated that cancer has spread to his lungs and swift medical actions need to be taken.

"Childhood cancer is a battle that no-one should have to go through. As if the emotional toll was not enough, the financial toll on the families can be crippling." *said Kevin Johnson,*

Executive Director of the Palace Theatre. "We are pleased to be able to offer our space, time and energy to be able to help the McLean family in any way possible."

The Frank White Experience brings things to a new level with live instrumentation, bringing the sounds of NOTORIOUS B.I.G. to your ears in a way never heard before! The Frank White Experience is the genre leader in live Hip Hop tribute bands. Best described as the Dark Star Orchestra of Hip Hop, FWE delivers a quality of sound & homage akin to acts like Pink Talking Phish, Lizards, Badfish and Start Making Sense. The 1st of its kind, FWE not only covers the music of Biggie Smalls but takes listeners on a journey back through the beloved soundscape of 1990's Hip Hop and R&B, making them a guaranteed crowd pleaser sure to rock any audience. FWE has shared the stage with Rakim, Styles P, Lil Kim, Fat Joe, C.J. Wallace, Havoc, DJ Enuff, Sway Calloway, Lil Cease, Klept, Smif-N-Wessun, Prayah, Reef The Lost Cauze, Shenseea, Badfish & many more.

Craig Earle, better known as **DJ TGIF** is one of Upstate New York's most in demand DJ's, performing regularly to both late night sold out crowds and family friendly events alike. He was recently awarded the honor of the Albany Business Review's 40 Under 40.

Tickets to attend the benefit performance are \$30 (Standard Admission) & \$50 (VIP) and are On Sale Now at the Palace Theatre Box Office and online at palacealbany.org.

ABOUT BUILDING ON LOVE:

Building on Love, Inc. is a local non-profit with a mission of helping families in our community who are supporting a loved one facing a recent life-altering medical diagnosis like cancer. Focusing on housing and access to care, we provide a temporary financial bridge to families allowing them to focus on the health of their loved-one and family.

ABOUT THE PALACE THEATRE:

The Palace has been Albany's iconic downtown landmark for the past eight decades, bringing the biggest names in entertainment to the Capital Region. The history and programming of the Palace is a unique and often untold story with roots dating back to the period of the Great Depression. The Palace Theatre, built in 1931, originally presented vaudeville acts, feature films and became a civic auditorium before closing its doors in 1969. The theatre maintains its original beauty and design and is a historical landmark in the City of Albany. The Palace Performing Arts Center was established in 1984 and incorporated as a nonprofit organization in 1989, created to operate the Palace Theatre. The mission of the Palace is to bring world-class arts and entertainment to New York's Capital Region, greatly enhancing the area's cultural and economic development. Our mission is carried out through core programming and community initiatives that include performing arts entertainment, free arts education, family-friendly performances, free summer movies and a classic movie program series. The Palace has a significant economic footprint with over \$3.5 million in ticket sales and 180,000 patrons.

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