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## FOR IMMEDIATE RELEASE

**Photos** available

# GRAMMY®-NOMINATED KINKY HEADLINES NINTH ANNUAL GRAND PARK'S NYELA WITH PERFORMANCES BY DUCKWRTH AND ESTY AS THE COUNTDOWN TO 2022 UNFOLDS WITH FUSE BROADCAST AND GRAND PARK'S YOUTUBE LIVESTREAM

L.A.'s Official New Year's Eve Dance and Music Party Features Return of Signature Countdown Video Projection onto L.A.'s Iconic City Hall Building and Live Music Performances Before a Special Invite-Only Audience of Frontline and Essential Workers to Honor Their Commitment to Los Angeles During the Pandemic

Grand Park's NYELA Live Event will be Closed to the Public yet Available as a Digital Presentation

Accessible to Everyone

LOS ANGELES (December 6, 2021)—*Grand Park's NYELA,* powered by The Music Center, will ring in the new year by honoring the resilience of Los Angeles County and, in particular, those who gave us hope during 2020 with a live one-hour special broadcast and streaming event. While *Grand Park's NYELA* will be closed to the public this year, Grand Park will still hold a live event for a special by-invitation-only audience of City and County frontline and essential workers; the program, which will feature joyful musical performances and Grand Park's signature video projection countdown, will be broadcast on Fuse and livestreamed on Grand Park's YouTube channel, providing the opportunity for people around the country and around the globe to experience the park's grand-scale New Year's Eve celebration.

In line with Grand Park's commitment to featuring L.A.-based talent reflective of the "park for everyone," *Grand Park's NYELA* will feature a dynamic line-up of performances beginning with the Afro-Dominican rhythms of songstress *Esty*, followed by the R&B-influenced alt-hop beats of South L.A.'s *DUCKWRTH*. A Latin icon for alternative electronic music worldwide and known for popular hits such as "Mas," "Hasta Quemarnos" and "Soun Tha Mi Primer Amor," *Kinky* will close out the hour-long program with a high-energy set. Dropping dance beats in back-to-back DJ sets, *Peanut Butter Wolf*, founder of independent Stone Throw Records, and *J.Rocc*, one of the original turntablists, will keep the party atmosphere going between main stage performances. The celebration will culminate with Grand Park's signature midnight countdown created in a new partnership with *Xitelabs* out of Calabasas, featuring an exciting showcase of stunning 3D graphics and light shown on the iconic Los Angeles City Hall building. The midnight countdown show will meet the special moment of ringing in the new year in person for the

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invited guests as well as for the larger home audience watching online with the themes of hope, perseverance, action, bravery, boldness, positivity and unity.

Viewers can tune in or log on to the flagship West Coast countdown celebration on Friday, December 31, 2021, from 11:00 p.m.–12:01 a.m. PT / 2:00 a.m.–3:01 a.m. ET January 1, 2022, to watch on Fuse (check local listings) or stream on Grand Park's YouTube channel (@grandparkLosAngeles).

"With a special invitation-only audience and an event that everyone can also enjoy from home, *Grand Park's NYELA* is our way of saying thank you to the many whose personal and professional sacrifices kept us safe. In partnership with the City and County of Los Angeles, these essential workers embody the resilience and heart found in all Angelenos that will carry us into 2022. This year's celebration with Kinky, DUCKWRTH, Esty, Peanut Butter Wolf and J. Rocc also keeps with Grand Park's tradition of presenting the best 'homegrown' talent, highlighting forward-thinking artists, embracing diverse backgrounds and helping to further connect each of us to one another," said Julia Diamond, director, Grand Park. "Audiences, no matter where they are celebrating, can expect upbeat performances and dance floor beats—hallmarks of every *Grand Park's NYELA*."

Noted Fuse Media Head of Content Marc Leonard, "Grand Park's NYELA aligns with Fuse's mission of celebrating our blended America by showcasing emerging talent and amplifying their creative self-expression. We are thrilled to once again partner with Grand Park to bring this New Year's celebration to a national audience."

For more information about *Grand Park's NYELA*, visit <u>nyela.grandparkla.org</u> and <u>musiccenter.org</u>. Follow Grand Park on Facebook (@GrandParkLosAngeles), as well as Twitter, Instagram and Tik Tok (@GrandPark\_LA). \*Artists and performances are subject to change.

Grand Park's NYELA is generously supported by Kaiser Permanente.

# **Calendar Listings**

## When:

Friday, December 31, 2021, 11:00 p.m.-12:01 a.m., January 1, 2022

## Where:

### Broadcast:

Fuse (Check local listing for channel guides)

#### LiveStreaming:

YouTube (@GrandParkLosAngeles)

Situated on the ancestral and sacred land of the Tongva and many other indigenous groups who call these grounds home, The Music Center acknowledges and honors with gratitude the land itself and the First People who have been its steward throughout the generations.

### **About Grand Park**

A vibrant outdoor gathering place, Grand Park is a beautiful public park for the entire community in Los Angeles County. With expansive green space for gatherings large and small, Grand Park celebrates the county's cultural vitality and is host to community events, cultural experiences, holiday celebrations, and many other activities that engage and attract visitors from all communities. The 12-acre Grand Park stretches from The Music Center on the west to City Hall on the east and is easily accessible by Metro via the B/D (formerly Red/Purple) line to the Civic Center/Grand Park station. The park was named one of American Planning Association's 10 "Great Public Spaces" in the U.S. for 2013. Working closely with the county, The Music Center is responsible for all operations and programming for the park. For more information, visit grandparkla.org. Follow Grand Park on Instagram, Twitter, Twitch, TikTok, Spotify and Mixcloud (@grandpark\_la) as well as YouTube and Facebook(@grandparkLosAngeles).

#### **About The Music Center**

The Music Center convenes artists, communities and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. The \$70 million non-profit performing arts organization has two divisions: TMC Arts and TMC Ops. TMC Arts, The Music Center's programming engine, provides year-round programming inside The Music Center's four theatres, on Jerry Moss Plaza, outside at Grand Park—a 12-acre adjacent green space—in schools and other locations all over Los Angeles County and on a digital platform called *The Music Center Offstage*. TMC Arts presents world-class dance with *Glorya Kaufman Presents Dance at The Music Center*, free and low-cost public concerts and events, as well as live and digital K–12 arts education programs, workshops, performances, interactive experiences and special events. TMC Ops manages the theatres, the Plaza and Grand Park, which comprise \$2 billion in county assets, on behalf of the County of Los Angeles. The Music Center is also home to four renowned resident companies—Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil. For more information, visit musiccenter.org. Follow The Music Center on Facebook, Instagram and Twitter @MusicCenterLA.

#### **About Fuse**

Fuse Media is a Latino-owned, multi-platform entertainment company dedicated to documenting and celebrating our increasingly blended America through engaging and vibrant storytelling. With a portfolio of award-winning original content and a growing global footprint, Fuse strives to authentically reflect the world of its young and diverse audience, pioneering a multicultural and creative destination. The Fuse Media family includes Fuse, Fuse+, Fuse Backstage, Fuse Beat, FM (Fuse Music), Fuse Sweat, fuse.tv, and Fuse Content Studio, its in-house production arm, as well as a growing branded content and live events business.