

**FOR IMMEDIATE RELEASE**

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## **BAMS FESTIVAL MOVES TO ONLINE FORMAT FOR 2021**

BOSTON, MA -- Named *Best Music Festival* by **Boston Magazine** in 2019, **Boston Art & Music Soul Festival** has shifted to a pre-recorded summer performance series called **AMPLIFY THE SOUL**. Beginning June 11, BAMS Fest will release 20-minute videos of local artists performing from the stage of **Big Night Live**, which will air on [YouTube](https://www.youtube.com), every Friday at 8pm

Kicking off the series is singer/songwriter **Danny Rivera Jr.**, a **Boston Arts Academy** (BAA) alumnus who notably turned **Congresswoman Ayanna Pressley's** first speech at the **House of Representatives** into a song. **AMPLIFY THE SOUL**, which commences on August 13, celebrates and represents the diverse culture present in the Greater Boston area and beyond.

*"As an organization, one of **BAMS Fest's** priorities is providing a platform for local artists. While we are unable to have an in-person festival, we felt it was important to find a way to highlight and support talented local artists in a post-pandemic world," says **Catherine T. Morris**,*

**Founder and Executive Director of BAMS Fest.** *"We are excited to provide access to digital content that celebrates music, centers Black joy for the communities we serve, and unites everyday people through the arts."*

Through an innovative digital approach in response to the pandemic, BAMS Fest will continue to use its programming to highlight some of the area's most talented artists including local Hip-Hop artist **Brandie Blaze**, Boston-based musician and teacher **Barefoot Chandy**, Providence artist **Jon Hope**, and Boston singer and songwriter, **Miranda Rae** (winner of BAMS Fest's 2020 "Verses or Vibes" Battle).

This modified, third edition of **BAMS Festival** is supported by **Amazon, Berklee College of Music, Berkshire Bank, Eastern Bank, Monster Energy Drink, Needham Bank, Symphonic Distribution, The Boston Foundation** and **ReverbNation**. **AMPLIFY THE SOUL** is also supported in part by a grant from the **Boston Cultural Council** administered by the **Mayor's Office of Arts and Culture**, and the **Massachusetts Cultural Council**.

"**Berkshire Bank** is delighted to sponsor BAMS Fest," said Edgard Arty, VP, Relationship Manager, **ReevX Labs**. "**Berkshire Bank** and our **ReevX Labs** take pride in supporting Greater Boston's Black, Latinx, and Indigenous communities, and **AMPLIFY THE SOUL** is a great way to share our appreciation of cultural diversity in our communities."

"Since its inception, BAMS Fest has done groundbreaking work lifting up the voices of Greater Boston's Black, Latinx, and Indigenous communities," said Jerome Smith, **Amazon's** Head of External Affairs in Boston. "**AMPLIFY THE SOUL** is an innovative program that will continue advancing this goal, providing a platform to some of Boston's most talented local artists. As we turn the corner on the pandemic, **Amazon** is pleased to support this programming that brings joy to the people of Boston and draws our community together."

The series features 11 total performances with a double performance on June 25, 2021, which would have been the start of BAMS Festival. BAMS Fest Executive Director Catherine Morris and the artists are available for interviews.

To learn more about the artists, visit [www.bamsfest.org/amplifythesoul](http://www.bamsfest.org/amplifythesoul)

AMPLIFY THE SOUL lineup:

June 11 - Danny Rivera Jr  
June 18 - Kaovanny  
June 25 - Miranda Rae / Brandie Blaze  
July 2 - Jon Hope  
July 9 - Jabz York  
July 16 - Barefoot Chandy  
July 23 - Amber Ais  
July 30 - Najee Janey  
August 6 - Tatiana Barbosa

August 13 - Dreion

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**BAMS FEST, INC.**

Boston Art & Music Soul (BAMS) Fest, Inc. is a 501(c)(3) nonprofit organization that breaks down racial and social barriers to arts and culture for communities and artists of color. BAMS Fest envisions an inclusive arts and culture ecosystem that expands beyond the boundaries of Boston and Massachusetts. To learn more about our organization, visit [www.bamsfest.org](http://www.bamsfest.org)