

FOR IMMEDIATE RELEASE

## BAMS FEST MOVES 2021 SUMMER FESTIVAL TO ONLINE FORMAT



**BOSTON, MASSACHUSETTS** – Named *Best Music Festival* by **Boston Magazine** in 2019, **Boston Art & Music Soul Festival (BAMS Fest)** has shifted to a pre-recorded summer performance series called **AMPLIFY THE SOUL**. Between June 11th and August 13th, **BAMS Fest.** will release 20-minute videos via their [YouTube](#) channel of local artists performing from the **Big Night Live** stage.

With the move to a virtual pre-recorded format (instead of their yearly 3-day event that would have been held late June of this year), **BAMS Fest** will continue to celebrate and represent the diverse culture that's present in the Greater Boston area and beyond with **AMPLIFY THE SOUL**. Programming will also maintain its focus of highlighting some of the area's most talented artists. Kicking off the series will be singer-songwriter, **Danny Rivera Jr.** – a **Boston Arts Academy** alumnus who notably turned **Congresswoman Ayanna Pressley's** first speech at the **House of Representatives** into a [song](#). You can also expect to see local hip-hop artist, **Brandie Blaze**, Boston-based musician and teacher, **Barefoot Chandy**, Providence rapper, **Jon Hope**, and Boston singer-songwriter, **Miranda Rae** (winner of **BAMS Fest's** 2020 Verses or Vibes Battle).

*"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 highlight and support talented local artists,"* says **Catherine T. Morris**, Founder and Executive Director of **BAMS Fest**. *"For the communities we serve, we are excited to provide access to digital content that celebrates music, centers Black joy, and unites everyday people"* she continues.

This modified, third edition of **BAMS Fest** is supported by **Amazon, Berklee College of Music, Berkshire Bank, Eastern Bank, Needham Bank, Monster Energy Drink, Symphonic Distribution, and The Boston Foundation**. This program 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 that we could 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"* he continues.

The series will be streamed via **BAMS Fest's** [YouTube channel](#), every Friday night at 8PM EST from June 11<sup>th</sup> until August 13<sup>th</sup> featuring [11 total performers](#).

Visit [www.bamsfest.org/AmplifyTheSoul](http://www.bamsfest.org/AmplifyTheSoul) to learn more.

**For more information:**  
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**NOTE TO EDITOR:**

BAMS Fest Executive Director Catherine Morris and the artists are available for interviews.

**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).