

Comedian Kevin Hart Named as Host of Philly 4th of July Jam

VH1 and Palladia to Simulcast and Livestream on July 4th from 8-11PM ET/PT

NEW YORK, June 4, 2013 /PRNewswire/ -- Comedian [Kevin Hart](#) has been named the host of the third annual [Philly 4th of July Jam](#), as part of the Wawa Welcome America! Festival. The event will be simulcast on VH1 and Palladia on **Thursday, July 4 from 8-11PM ET**. In addition, the event will be live streamed on [VH1.com](#) with frequent editorial coverage across MTV, VH1 and CMT news and blogs. Hometown favorites, [The Roots](#), will once again serve as musical curators for the event, they will play their own set and also perform along with special guests [John Mayer](#), [Jill Scott](#), [Demi Lovato](#), [Ne-Yo](#), [Grace Potter](#) and [J. Cole](#). Capping off the musical event, the evening will include a spectacular fireworks display over the iconic Philadelphia Museum of Art.

"We are excited to bring Kevin back home to Philly to host the Largest Free Concert event in America," said show Executive Producer Shawn Gee. "With Kevin, The Roots and Jill Scott, the show will definitely have a Philly flair to it, however with the other great talent on the show, this is guaranteed to be the best Philly Fourth of July show ever. And now with our new partners VH1, the entire country will be able to experience the annual party we have been throwing for 500,000 of our closest friends on the Ben Franklin Parkway each year."

In addition to hosting the third annual Philly 4th of July Jam, the actor and comedian has a new movie, *KEVIN HART: LET ME EXPLAIN*, hitting theaters on July 3rd. The movie captures the laughter, energy and mayhem from Hart's 2012 "Let Me Explain" concert tour, which spanned 10 countries and 80 cities, and generated over \$32 million in ticket sales.

Billed as the "Largest Free Concert in America," the **Philly 4th of July Jam** is a celebration of freedom and music. The Philly 4th of July Jam is an unforgettable, entertainment-filled night that has featured some of the top artists in the music industry. This is a one-of-a-kind concert, free of cost and fun for all ages, located right in the heart of the City of Brotherly Love. With 500,000 people jamming out on the Benjamin Franklin Parkway---there is no other place to spend the Fourth of July.

The Jam is coordinated by Welcome America, Inc. and its Executive Director Desiree Peterkin-Bell, along with Executive Producers **Scott Mirkin and Shawn Gee** and produced with **Live Nation**. Ahmir "**?uestlove**" **Thompson** and **Tariq "Black Thought" Trotter** of **The Roots** serve as musical directors for the Jam. Executive producers for VH1 are Lee Rolontz, Rick Krim and Keshia Williams.

The Philly 4th of July Jam takes place during Wawa Welcome America!, a multi-day festival that celebrates America's birthday in America's birthplace, Philadelphia.

About VH1

VH1 delivers the ultimate mash-up of music, pop culture and nostalgia for adults who still want to have fun. VH1 is available in 99 million households in the U.S. VH1 also has an array of digital channels and services including VH1 Classic, VH1 Soul, VH1 Mobile and [VH1.com](#) and @VH1, the hub for all things music and pop culture. VH1 is a unit of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information, go to [www.vh1press.com](#), [VH1.com](#), or the [VH1 Facebook](#) page. Follow us on Twitter @VH1PR.

About Palladia

Palladia, MTV Networks' high-definition music channel, launched in January 2006 and features original music-based programming for a variety of music genres, including hip hop, rock, country, pop, reggaeton, soul and more, as well as HDTV acquisitions and original content from MTV Networks Music Group's MTV, VH1, and CMT family of services. The channel has grown to 12 million households and is available on major U.S. carriers including Comcast, Cox, Verizon FiOS, Time Warner, Dish, DIRECTV, Charter, AT&T u-Verse and Insight.

About Wawa Welcome America!

Wawa Welcome America! is a multi-day festival that celebrates America's birthday in America's birthplace, Philadelphia. In 2013, Welcome America, Inc. is proud to celebrate 20 years as the producer of Philadelphia's Fourth of July festival. For more information, please visit [www.welcomeamerica.com](#), like us on Facebook at [www.facebook.com/wawawelcomeamerica](#) and follow us on Twitter at @July4thPhilly.

About Live Nation Entertainment:

Live Nation Entertainment is the world's leading live entertainment comprised of four market leaders: [Ticketmaster.com](#), Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit [www.livenation.com/investors](#).

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