

PEOPLE MATTER fest 2023

FESTIVAL

PROGRAM



24 HOUR **CEASE FIRE** **BIGAL** LITTONNEY
A MESSAGE OF NO GUN VIOLENCE
1-800-HURT-123



Table Of Contents

ooo

pg 3. Map

pg 4. Show Schedule

pg 7. Festival Attractions

pg 8. Sponsors

pg 9. About Us

pg 13. Donate

000

FESTIVAL MAP



RUN OF SHOW

000

Emerging Artists Stage (Located in Kids Zone)

2:03p – 2:06p = KHAMI

2:07p – 2:10p = ZIANNA

2:11p – 2:14p = THREE80

2:15p – 2:18p = OTK DAD

2:21p – 2:24p = LIL TED

2:25p – 2:28p = NO JWETTZ

2:29p – 2:31p = BROWARD BABIES

2:32p – 2:35p = FATCAT

2:38p – 2:41p = TYLER WATTS

2:42p – 2:45p = QUEEN K

2:46p – 2:49p = KRISSY CELESS

2:50p – 2:53p = JLA ANDERSON

2:56p – 3:01p = NISHA SCOTT / OMI CLUTCH

RUN OF SHOW



MAIN STAGE

12:23p – 12:26p = SOULJARILLA
12:27p – 12:30p = WALKING BANKROLL
12:31p – 12:34p = CEDIA
12:35p – 12:38p = FLO KID
12:41p – 12:44p = 93 PURPOSE
12:45p – 12:48p = MAYBEEZY
12:49p – 12:52p = MAINE LAVEAU
12:53p – 12:56p = MINGO MONROE
12:59p – 1:02p = P. STREETS
1:03p – 1:06p = F.O.B POOK
1:07p – 1:10p = DREAD ZOE
1:11p – 1:14p = LADII ROSE
1:17p – 1:20p = LONNIE
1:21p – 1:24p = MADE IN PHILLY
1:25p – 1:28p = FRANK KASTLE
1:29p – 1:32p = TONII BOII
1:35p – 1:40p = CYN CHEY & GWEEDO
1:41p – 1:46p = BUSHY B
1:47p – 1:52p = TALEBAN DOODA
1:53p – 1:58p = HUEY V
2:01p – 2:06p = TRAP GAWD LITO
2:07p – 2:12p = YD
2:13p – 2:18p = BILLY BLUE

RUN OF SHOW

000

MAIN STAGE cont.

2:19p – 2:24p = D30

2:27p – 2:32p = LIL DRED

2:33p – 2:38p = GRINDMODE

2:39p – 2:44p = TRAPLAND PAT

2:45p – 2:50p = KIDDO MARV

2:53p – 2:58p = BRISCO

2:59p – 3:04p = LOE SHIMMY

3:05p – 3:10p = HOOD BRAT

3:11p – 3:16p = DJ STEVIE J

3:19p – 3:24p = RAW YOUNGIN'

3:25p – 3:30p = ZOEY DOLLAZ

3:31p – 3:36p = MELLOW RACKZ

3:37p – 3:47p = OYA BABY & SPECIAL GUEST

3:50p – 4:00p = D-SWERVO

4:01p – 4:11p = SHIFTA AND FRIENDS

4:12p – 4:22p = TAFIA

4:23p – 4:33p = MIKE SMIFF

4:36p – 4:51p = ICE BILLION BERG

4:52p – 5:07p = BALL GREEZY

5:08p – 5:28p = JT MONEY

5:29p – 5:59p = PLEASURE P

6:02p – 6:47p = PLIES

PEOPLE MATTER fest 103.5 THE BEAT **MAR 18 2023** **ALL AGES NOON TO 7PM**

Kids Zone

SPONSORED BY **Jackson HEALTH SYSTEM** **THE CHILDREN'S TRUST**

ART zone

SPONSORED BY **DUNKIN'**

FOOD TRUCKS

RESOURCE VILLAGE

SPONSORED BY **DUNKIN'**



FREE ADMISSION
NATHANIEL TRAZ POWELL STADIUM 11380 NW 27TH AVE MIAMI FL 33167
@PEOPLEMATTERFEST

000

FESTIVAL ATTRACTIONS



THANK YOU TO OUR SPONSORS

Support those who support us.



ABOUT PEOPLE MATTER FEST



Saving lives through Hip-Hop has been the mission of the People Matter Fest from its inception in 2017. Our annual festival provided Liberty City with its first and only music festival, giving the people in that community a world-class event in their own backyard. What makes People Matter Fest unique is its ability to make true change in the community by pairing its 24-Hour Cease Fire campaign to stop gun violence in Miami-Dade County. The campaign encourages the community to not engage in gun violence for 24 hours. For more than 5 years, the festival has had success with the mission of the campaign to stop gun violence through this initiative.

People Matter Fest has grown to a premiere event that the community looks forward to each year. It currently draws more than 5,000 people from around South Florida for a day of unity, fun, and Hip-Hop music. The People Matter Fest features live music acts, an art zone, sports games, and community vendors. Our goal is to grow and continue to engage a larger audience with our positive influences through the Hip-Hop culture. We care about protecting the lives of our young people in the community through platforms they can relate to.

WHAT IS PEOPLE MATTER FEST?

People Matter Fest is an annual festival promoting peace, love, and community engagement. Held every year, we celebrate how much ‘You Matter’ to our community. Year-round, the PK4PM team is involved in making positive changes in the community



PK4PM

WHY PK4PM?

Papa Keith People Matter (PK4PM) is a non-profit foundation founded by radio veteran and entrepreneur, Papa Keith. PK4PM provides the community with valuable resources through community events that use Hip-Hop to draw in young people. PK4PM also gives Millennials and Gen Z youth a voice and an opportunity to express themselves through art, music, entrepreneurship, or activism. This is done by using the star power of Papa Keith to showcase their talents through PK4PM events and Papa Keith's radio show. Radio listeners and followers alike engage with Papa Keith every Monday through Friday on his highly rated 103.5 The Beat radio show which allows PK4PM a unique ability to reach the Millennial and Gen Z demographics he serves through his foundation.

WHAT IS THE 24-HOUR CEASE-FIRE CAMPAIGN?

In an effort to stop gun violence, the PK4PM team calls for a cease-fire. The goal is to put an end to gun violence in the Miami community. The campaign's goal is to bring the community together to make our streets safer.



ABOUT PAPA KEITH



Papa Keith, born and raised in Brooklyn, NY, first honed his skills in hip-hop and reggae clubs and built up his name in the streets. He was given a show on Miami's most notorious underground station Mixx 96, which set off his career in radio. After appearing regularly on the wildly popular "The Luke Show", Papa Keith was hired to host his own show. Three years later, Miami's WMIB (103.5 The Beat) brought him on for the position of host of their Night Show.

Known for his engaging personality, personable demeanor, and extraordinary skills on the radio and commercial voice-overs, Papa Keith has been recognized by national and local publications for his talents. Radio & Records named him as one of 10 "Jocks On The Rise" in 2003 and he was also featured in Miami New Times 2005 and 2013 "Best Of" editions as "Best FM Radio Personality & Best DJ." According to Miami New Times, "Papa Keith is the man who takes you home smoothly and safely, easing the stress of the day with hip-hop and humor. Papa Keith is immensely proud of, and he represents his Caribbean heritage on his radio show. "I've always felt like an ambassador for Caribbean music," says Papa Keith. "Hip-hop and Reggaeton originate from Caribbean music and they have grown, and I want to do whatever I can to help the music I love to experience even bigger growth." In January of 2003, Papa Keith created Island Beat--a weekly two-hour countdown and mix show that became home to new and legendary reggae artists alike.



PAPA KEITH cont.

Frequently sought after for hosting and emceeing special events, concerts, and festivals in South Florida, New York, and the Caribbean, Papa Keith is in demand. He has equal credibility in the hip-hop, reggae, dancehall, soca, and compas communities and his passion and tireless work ethic have taken him

fa

Papa Keith showcases his unique ability to be able to relate to a wide audience on a daily basis in Miami. His high energy, love of Hip-Hop, and passion for Caribbean music have made an impact on South Florida radio and nightclubs. Papa Keith is currently the leading personality for 103.5 the Beat and host their PM Drive/Afternoon show. He also provides numerous audio production services from TV, Website, and radio commercials to voice-overs from his state-of-the-art, Soundboys Studio in Miami, FL.

In 2016, Papa Keith decided to expand his work to have more of an impact on the communities he speaks to daily on the radio, so he founded the Papa Keith 4 People Matter foundation (PK4PM). PK4PM hosts engaging community events for underserved communities in South Florida using Hip-Hop as the vehicle to engage the younger audience he wants to reach. In 2017 he launched the inaugural People Matter Fest, which is a free Hip-Hop concert that features a free resource village for residents to explore, sports tournaments via football and basketball tournaments, free food, games, a kid zone, and a free Hip-Hop concert with world-class acts which have included headliners Rick Ross, Trina, Trick Daddy, Ball Greezy and more.



DONATE TO PK4PM

000

We need your support to continue this work.
Donate today if you believe in stopping gun
violence in Miami-Dade County and providing
free resources to the community.

**DONATE NOW AT
PEOPLEMATTERFEST.COM**





PEOPLE MATTER fest 2023

**THANK YOU FOR
ATTENDING THE
2023 PEOPLE MATTER FEST**

PEOPLEMATTERFEST.COM

24 HOUR CEASE FIRE ATTORNEY **BIGAL**
1-800-HURT-123
IN A MOMENT OF NO FEAR VOICE