



Happy birthday to Atlanta hip hop: Porsche, Instagram and the City of Atlanta celebrate five memorable decades of classic hits

30/10/2023 The City of Atlanta bestows proclamations to women who've paved the way in Atlanta hip hop while guests enjoyed great music and the all-electric Porsche Taycan in a unique experience

Atlanta. Instagram has joined Porsche Cars North America, Inc. (PCNA), and the City of Atlanta Mayor's Office of Film, Entertainment & Nightlife to honor Atlanta hip hop on a national stage. As part of the event, held at the Porsche Experience Center, the Atlanta City Council announced city proclamations to women executives and contributors to the genre: Princess Cut, DJ and founder of Scratch Out Loud, Phylicia Fant, entertainment and music executive, Ebonie Ward, CEO at 11th & Co., and Jewel Wicker, journalist – all of whom are quintessential to Atlanta's music community. Guests enjoyed classic Atlanta hip hop sets from DJ KP The Great, DJ OHSO and SeanFamoso after high-adrenalin demonstration laps

around Porsche's track in the all-electric Porsche Taycan.

"The evening was an ode to Atlanta hip hop filled with great music, and great company, said Ayesha Coker, Vice President of Marketing for Porsche Cars North America, Inc. "We were happy to welcome guests to our home in the U.S. at the Porsche Experience Center Atlanta, a unique experiential destination for guests to celebrate this milestone anniversary. We'd like to thank our co-hosts; Instagram and the City of Atlanta Mayor's Office of Film, Entertainment & Nightlife for their partnership in helping us celebrate what has been our hometown for 25 years now."

In the week leading up to the event, select musical artists experienced the automaker's first all-electric sports car, the Taycan, at the Porsche Experience Center Atlanta's new West Track, located next to the world's busiest airport, Hartsfield-Jackson Atlanta International Airport. To view the experience, visit @porscheusa, @pecatl, Facebook.com/musicians and #atlhh50th to view the experience firsthand.

"In celebrating 50 years of hip hop, we honor a cultural phenomenon transcending time, borders, and generations," said Councilmember Marci Collier Overstreet. "Hip Hop has emerged as a powerful form of self-expression and artistic innovation. It has shaped the music industry and influenced fashion, language, and contemporary global culture. The Atlanta City Council joins Mayor Andre Dickens, Porsche Cars North America, and Instagram in celebrating the genre's innovation and inclusivity with a commitment to the principles that have made it a cultural force. Our city will aspire to continue honoring and preserving its legacy."

"At Instagram, we strive to bring people together through creativity, and the connections that have emerged from Atlanta's hip hop community are unparalleled," said Malika Quemerais, Head of Artist Partnerships for Meta Platforms, Inc. "With a member of our team on the ground in Atlanta now, we couldn't be more excited to join Porsche and the City of Atlanta to celebrate the incredible achievements of local artists."

MEDIA ENQUIRIES



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