

Porsche, Instagram and the City of Atlanta Mayor's Office of Film, Entertainment & Nightlife team up to celebrate five decades of hip hop

25/10/2023 Special event to be held on October 27 at the Porsche Experience Center Atlanta to celebrate Atlanta's hip-hop community

Atlanta. Porsche Cars North America, Inc. (PCNA), Instagram and the City of Atlanta Mayor's Office of Film, Entertainment & Nightlife have joined forces to celebrate five decades of hip hop. PCNA has proudly called Atlanta its home for 25 years, and it will be hosting a private event on October 27 to celebrate Atlanta's hip-hop community who have shaped the city's global influence on music and culture. As part of the event, which takes place during the year-long celebration of the anniversary of hip hop, the Atlanta City Council will issue city proclamations to several musical pioneers who are quintessential to Atlanta's music community. Additionally, guests will enjoy iconic Atlanta DJ sets from KP The Great, DJ OHSO and Mix Master David.

"We are thrilled to celebrate five decades of hip hop with an Atlanta twist," said Ayesha Coker, Vice President of Marketing for Porsche Cars North America, Inc. "At the same time, we're proud to join Instagram and the City of Atlanta Mayor's Office of Film, Entertainment & Nightlife to uplift those musical artists and executives who make the genre and this city – our home for 25 years – exceptional."

In the week leading up to the event, select musical artists will experience the auto maker's first all-electric sports car that was launched in 2019, 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. Follow along on @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."

A post-event press release with photos and event highlights will be available on the U.S. Porsche Newsroom on Monday, October 30.

MEDIA ENQUIRIES



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/2023/company/Porsche-Instagram-and-City-of-Atlanta-team-up-to-celebrate-50-years-of-hip-hop-34161.html

Media Package
https://pmdb.porsche.de/newsroomzips/e6f5cba0-4cc3-441a-83a7-00eabf6556a2.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart