

# **BET Networks and BLACK GIRLS ROCK!™ Inc. Are Proud to Announce First Lady Michelle Obama's First Appearance on the "BLACK GIRLS ROCK!™" Award Show**

Hosted by Tracee Ellis Ross and Regina King, "[BLACK GIRLS ROCK!™](#) Will Tape March 28, 2015 at the New Jersey Performing Arts Center

## **#BLACKGIRLSROCK**

NEW YORK--(BUSINESS WIRE)-- BET Networks and BLACK GIRLS ROCK!™ Inc. are honored to welcome First Lady Michelle Obama to her first "[BLACK GIRLS ROCK!™](#) Show at the New Jersey Performing Arts Center as we honor Cicely Tyson (Living Legend Award), Ava DuVernay (Shot Caller Award), Dr. Helene D. Gayle (Social Humanitarian Award), Erykah Badu (Rock Star Award), Nadia Lopez (Change Agent Award) and Jada Pinkett Smith (Star Power Award). As part of the First Lady's "Reach Higher" initiative, she will deliver remarks about the value of education. The televised special celebrates its fifth year honoring the triumphs of inspirational African-American women who are trailblazers in the areas of art, philanthropy, sports, and community service. Tune in to watch "[BLACK GIRLS ROCK!™](#)" on Easter Sunday, April 5, 2015 at 7 pm/ET.

Beverly Bond, the Founder/Creator/CEO of BLACK GIRLS ROCK!™ says, "I'm thrilled that Mrs. Michelle Obama will be able to join us in celebrating this year's honorees and our M.A.D. GIRL celebrants - three audacious teenagers who are using their talent and ingenuity to become pioneers in education. "[BLACK GIRLS ROCK!™](#) works fervently year round to develop the leaders of tomorrow through arts education, cultural literacy, technology, and group mentoring programs. I am so excited to welcome First Lady Michelle Obama, whose Reach Higher initiative encourages young people to pursue and complete their education past high school, to join us here for the first time!"

For updates or more information about "[BLACK GIRLS ROCK!™](#)" visit <http://www.BET.com/blackgirlsrock> and [www.blackgirlsrock.org](http://www.blackgirlsrock.org)

Join the conversation on social media by logging on to BET's multiple social media platforms:

- On Twitter by using hashtag: #BlackGirlsRock; follow us @BET and @BLACKGIRLSROCK
- On Facebook by liking the fan pages at [facebook.com/BET](https://www.facebook.com/BET) and [facebook.com/BLACKGIRLSROCK](https://www.facebook.com/BLACKGIRLSROCK)
- On Instagram @betnetworks and @BLACKGIRLSROCK

### **ABOUT BLACK GIRLS ROCK!™:**

Founded by celebrity DJ and philanthropist, Beverly Bond, BLACK GIRLS ROCK!™ is a multifaceted movement dedicated to shifting the culture of media images and empowering women and girls. BLACK GIRLS ROCK!™ Inc., is a 501(c)(3) nonprofit organization, that has been committed to enriching girls through leadership, education, and positive identity development programs since 2006. BLACK GIRLS ROCK!™ Inc. builds the self-esteem and self-worth of young women of color by changing their outlook on life, broadening their horizons and providing tools for self-empowerment and efficacy. For additional information on BLACK GIRLS ROCK!™, visit <http://www.blackgirlsrock.org>

### **ABOUT BET NETWORKS:**

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: [BET.com](http://www.BET.com), a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

### **ABOUT NEW JERSEY PERFORMING ARTS CENTER:**

New Jersey Performing Arts Center (NJPAC), located in downtown Newark, New Jersey, is among the largest performing arts centers in the United States. It is the artistic, cultural, educational and civic center of New Jersey -- where great performances

and events enhance and transform lives every day. As New Jersey's Town Square, NJPAC brings diverse communities together, providing access to all and showcasing the State's and the world's best artists, while acting as a leading catalyst in the revitalization of its home city. Through its extensive Arts Education programs, NJPAC is shaping the next generation of artists and arts enthusiasts. NJPAC has attracted over seven million visitors (including more than one million children) since opening its doors in 1997, and nurtures meaningful and lasting relationships with each of its constituents. Visit <http://www.njpac.org> or call 1-888-GO-NJPAC for more information.

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