

HOW TO ROCK: KICKS Hosted by Diggy Simmons and Tracy G. Streams Live Thursday, August 27 at 7 PM ET Exclusively at Bet.Com/Howtorock

Live Stream to Feature Fashion Segments Curated by Fabolous, Pusha T, Casey Veggies, Vashtie and Syd the Kyd

NEW YORK--(BUSINESS WIRE)-- Sneakers and hip hop collide in the first annual [HOW TO ROCK: KICKS](#) fashion show on Thursday, August 27 presented by BET Networks. Hosted by "The Start Up" star Diggy Simmons and "Sway in the Morning" co-host Tracy G., the must-see live stream kicks off at 7 PM ET exclusively at [BET.com/HowToRock](#).

[HOW TO ROCK: KICKS](#) features some of today's most popular names in music and entertainment including Fabolous, Pusha T, Casey Veggies, Vashtie and Syd the Kyd (of The Internet) curating their own capsule collections of the hottest sneakers and latest fashion. Held at the famed Milk Studios live from New York City, the show promises surprise celebrity appearances and a performance to cap off the night. Log onto [BET.com/HowToRock](#) beginning at 7 PM ET on Thursday, August 27 to see it all go down.

ABOUT BET NETWORKS

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIAB), 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](#), a leading Internet destination for Black entertainment, music, culture, and news; Centric, the first network dedicated to Black women; 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.

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Source: BET Networks

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