

Philadelphia DooWop Festival
Saturday, August 8, 2009
Great Plaza at Penn's Landing, Philadelphia

DooWop, synonymous with Philadelphia, is a style of music derived from rhythm & blues and jazz that started on the east coast of the United States mainly in urban areas. Kids would gather in schools, parks, and on back porches, but mostly in the inner city on the street corner. DooWop groups usually consisted of five members, a bass, baritone, two tenors, and naturally a lead singer. The songs were mostly about love, as a new generation was seeking its own identity breaking away from the established music of their parents. The group harmony sounds of DooWop music exploded on the nation in the mid 1950's, and continued until the English invasion of the 1960's. Performers have included Jimmy Beaumont and the Skyliners, the Continentals, Billy Carlucci, Cornerstone, King Arthur and his "Crown Sounds", the Cleveland Still's Dubs, Cornerstone, Frankie & the Fashions, Memory Lane, the Norristones, Now & Then, The Original Tymes, Reunion, Street Corner Five, The U.G.H.A. Band and 5/3 Woodland.

Pricing: Starts at \$1,750 for on site exposure.

Attendance: 10,000

Time: 1-7pm.

Demographics: Men and women 50-70, Philadelphia Trade Unions and fans of DooWop music.



Contact:
Sharon Tice
Sponsor Philly Events
215 763 1200
sharontice@sponsorphillyevents.com