



September 28, 2017

## 305's Very Own and Hip Hop Pioneer Luther "Uncle Luke" Campbell is the "I Am Hip Hop" Award Recipient

Highly Anticipated Billboard's Hot 100 #1 Female Rapper Cardi B Confirmed to Perform

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Also Hitting the Stage with Unforgettable Performances: DJ Khaled, Migos, Yo Gotti, Rick Ross, Trina, Trick Daddy, Flo Rida, T-Pain, Playboi Carti, Plies and Many More

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The [BET "HIP HOP AWARDS" 2017](#) is Hosted by DJ Khaled and Will Be Taping in Miami, FL on Friday, October 6, 2017 at The Fillmore Miami Beach at Jackie Gleason Theater and Premiering on Tuesday, October 10, 2017 at 8PM ET/PT

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### #HIPHOPAWARDS

NEW YORK--(BUSINESS WIRE)-- The [BET "HIP HOP AWARDS"](#) has remained the most prominent hip hop showcase on television for ten years with its powerful performances, iconic hip hop honorees and much-anticipated cyphers. Multi-platinum artist, mega-producer and 'Anthem King' DJ Khaled will take the reins as host of the [BET "HIP HOP AWARDS" 2017](#).

The "I Am Hip Hop" Award returns to honor hip hop pioneer and legend **Luther "Uncle Luke" Campbell**. Luther "Uncle Luke" Campbell is a businessman, community activist, author, television personality, radio host, artist and most importantly the first Southern rapper to appear on Billboard's Pop charts. In addition, he was the first Southern rapper to start an independent rap record label, Luke Records. Known as the "Godfather of Southern Hip Hop," Luther Campbell was the first in the music industry to provide "parental advisory" stickers on product responsibly ensuring his music was only bought by those of a certain age. Soon thereafter, the entire music industry made it mandatory for illicit material to provide advisory stickers. With his likeness highlighted in the Rock & Roll Hall of Fame, as a member of the **2 Live Crew**, Luke fought to ensure the freedom of speech all the way to the Supreme Court - and won. Campbell's endless philanthropic efforts has found him giving to refugees from Cuba and Haiti on the shores of Miami and those less fortunate than himself in the community. Campbell is also a sports radio host, long-time columnist for the Miami New Times and owner of several Wingstop franchises. Campbell is currently in the process of producing a biopic on his life with Lions Gate as well as several other television projects.

And the hottest night in hip hop is only getting started as the host and multi-platinum recording artist and producer **DJ Khaled** is confirmed to perform; the first female rapper to top Billboard's Hot 100 chart **Cardi B** is set to bring the house to their feet; as well some of the hottest hip hop performances by **Migos, Yo Gotti, Flo Rida, T-Pain, Playboi Carti, Plies** and many more. Also bringing the heat for this year's [BET "HIP HOP AWARDS"](#) for the first time in Miami and representing the "305" is **Rick Ross, Trina** and **Trick Daddy** in a historic "305" medley and special appearances by **Irv Gotti, Keyshia Ka'Oir, Blac Chyna** and **Devonta Freeman**.

The [BET "HIP HOP AWARDS"](#) will also be an opportunity to support relief efforts aimed at communities in South Texas and South Florida hard hit by Hurricane Harvey and Hurricane Irma. BET Networks and Jesse Collins Entertainment are teaming up with Miami-based non-profit *Make the Homeless Smile* and Houston-based non-profit *Angel by Nature* on hurricane relief efforts.

Jesse Collins, CEO of Jesse Collins Entertainment, will serve as Executive Producer of [the BET Hip Hop Awards](#) along with Connie Orlando, BET Head of Programming and Jeannae Rouzan-Clay, Vice President of Specials, Jesse Collins Entertainment.

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

- | On [BET.com](http://www.bet.com/shows/hip-hop-awards.html): <http://www.bet.com/shows/hip-hop-awards.html>
- | On Twitter by using hashtag: #HipHopAwards; follow us @HipHopAwards and @BET
- | On Facebook by liking the fan page at [facebook.com/HipHopAwards](https://www.facebook.com/HipHopAwards)

Follow **DJ Khaled** on social media:

- | Twitter @DJKhaled
- | Instagram @DJKhaled
- | Snapchat @DJKhaled305
- | [Facebook.com/OfficialDJKhaled](https://www.facebook.com/OfficialDJKhaled)
- | [YouTube.com/DJKhaledVEVO](https://www.youtube.com/DJKhaledVEVO)
- | [VEVO.com/artist/dj-khaled](https://www.vevo.com/artist/dj-khaled)

**\*Note: BET "Hip Hop Awards"** is a private event and tickets are not available for purchase to the public. Talent tickets are reserved for **BET "Hip Hop Awards"** show talent and nominees.

### **ABOUT BET NETWORKS**

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B sted NYSE: 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 is in nearly 85 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom, sub-Saharan Africa and France. BET is the dominant African-American consumer brand with a diverse group of business extensions including [BET.com](http://www.bet.com), a leading Internet destination for Black entertainment, music, culture, and news; BET HER (formerly CENTRIC), a 24-hour entertainment network targeting the African-American woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET Networks around the globe.

### **ABOUT BET "HIP HOP AWARDS":**

BET "Hip Hop Awards" is an annual celebration that pays homage to a culture that changed the world while highlighting the best in hip hop music. Year after year, BET Networks delivers the best in hip-hop for an unforgettable night of performances, cyphers and tributes honoring hip-hop legends that have and continue to make hip-hop culture a global force.

### **ABOUT JESSE COLLINS ENTERTAINMENT:**

Jesse Collins Entertainment is a full service television and film production company founded by entertainment industry veteran and multi-Image Award® winner Jesse Collins. Collins has played an integral role in producing many of television's most memorable moments in music entertainment. Most recently Collins was the executive producer of the critically-acclaimed film, *The New Edition Story*, a biopic on the boy band that aired as a 3-part mini-series on BET in January 2017 and posted record ratings for the network and attracted nearly 30 million viewers. Collins has also produced award-winning programming including the BET Awards, BET Honors, UNCF's *An Evening of Stars*, ABFF Honors, Soul Train Awards and the BET Hip Hop Awards, is a consulting producer for the iconic GRAMMY Awards and executive producer of BET's hit TV series, *Real Husbands of Hollywood* starring Kevin Hart and VH1 shows *Dear Mama* and *Hip Hop Squares* with Ice Cube. Will Smith, Beyonce, Chris Rock, Jay-Z, Rihanna, Kanye West, Kendrick Lamar, Drake, Prince and Mariah Carey are a few of the myriad of superstar talent that Collins has worked with through the years. Follow Jesse Collins Entertainment @JesseCollinsEnt on Twitter and Instagram and go to <http://www.jessecollinsent.com/> for more information on the company.

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