

**FOR IMMEDIATE RELEASE**

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## **“Star-Studded, Soulful, and Original”**

*Lights, Camera, Action—Get Ready For Morris, Howard, Tony And Jeffrey All On The Same Stage*

Dallas, TX, November 7, 2005—The season’s hottest fashion and entertainment event is almost here... 94.5 KSOUL, Gemstone Management and Consulting along with sponsors Coca Cola, Southwest Airlines and Levine’s Department Stores have put together a star-studded line-up for the 1<sup>st</sup> Annual “Soul of the City” Fashion Show and Concert.

This city-wide extravaganza will be hosted by acclaimed actor Morris Chestnut (“Boys N the Hood”, “Best Man” “Like Mike,” “The Brothers”). This extravaganza will take place on Sunday, November 13<sup>th</sup> at 3:00PM at The International Apparel Mart’s “Great Hall” located at 2300 Stemmons Frwy. The show line-up of Jeffery Osbourne, Tony Terry and Howard Hewett is expected to attract a large diverse crowd.

This event will provide local fashion designers, businesses and independent artists the opportunity to generate or expand exposure for themselves.

Community outreach has been extended to Dallas area high schools as well. Booker T. Washington High School for the Performing and Visual Arts, Roosevelt High School, Skyline High School and Townview Magnet Band Members will participate in the event. A portion of the event’s proceeds will be allocated to the Black America Web.com Hurricane Relief Fund.

“This is the first of it’s kind in Dallas and will be too much fun” said Gemstone Management & Consulting CEO, Meredith Michelle Hicks. “Through auditions, we learned that we have a large pool of very talented, successful, up and coming individuals right here in the DFW Metroplex. “Now we can give the city a glimpse!”

**Gemstone Management and Consulting produced the show and set-up the blueprint for 94.5 K-Soul to manage. Gemstone created the themes, event layout, music production and the overall event concept. Gemstone also managed the fashion designer recruitment, rehearsals and community/PR Media outreach efforts. Gemstone worked diligently with 94.5 K-Soul to ensure all were on the same page. The Final show product is an eclectic mix of music, models and top-level fashion designs.**

The event will proceed as follows:

3:00pm-5:45pm Vendor Expo and Live Entertainment featuring the best R&B, jazz and gospel artists

6:00pm-8:15pm Hairstyle Showcase & Fashion Designer Competition featuring Jeffrey Osbourne

8:15pm-9:15pm Concert Finale Featuring Tony Terry and Howard Hewett

Ticket Prices are as follows:

\$20 General Admission

\$30 3<sup>rd</sup> Tier

\$35 2<sup>nd</sup> Tier

\$70 FRONT ROW

Tickets are available at all 8 Dallas Fort Worth Area Levine's Department Stores and at the Radio One Studios located in Valley View Mall (13331 Preston Rd. Suite 1180, Dallas, 75240). For more information about the event or ticket sales, log on to [www.945KSOUL.com](http://www.945KSOUL.com) call 972-331-5409, or call 469-223-3378 for overall event information.

About Gemstone Management and Consulting:

GEMSTONE MANANGEMENT & CONSULTING specializes in Urban Marketing and Consulting, Securing Entertainment, Event Management & Staffing, Contract Negotiations & Proposal Development, Media Buying & Planning and Business & Community Outreach. GEMSTONE manages and provides consultation for events, fundraisers, concerts, club promotions, sporting events and more. GEMSTONE is a Dallas based company with nationwide capabilities.

[www.gemsconsult.net](http://www.gemsconsult.net)

About 94.5 K-SOUL:

KSOC, 94.5 K-SOUL home of the Tom Joyner Morning Show and the Best R&B and Classic Soul is an Urban Adult Contemporary Station and has been a part of the Dallas/Ft. Worth area for 3 years. As an Urban Adult Contemporary station, KSOC caters to the mature adult listener.

[www.945KSOUL.com](http://www.945KSOUL.com)

About Radio-One:

Radio One, Inc. is the nation's seventh largest radio broadcasting company and the largest company that primarily targets African-American and urban listeners. Radio One owns and/or operates 69 radio stations located in 22 urban markets in the United States and reaches approximately 13 million listeners every week. Radio One also programs "XM 169 The POWER" on XM Satellite Radio and owns approximately 40% of TV One, LLC, an African-American targeted cable channel, which is a joint venture with Comcast Corporation.

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