

Hip Hop Heavy Weights to Perform at AE Spring Break

Written by Robert ID3391

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Hip hop culture heavy weights Fergie and super rap artist and hip hop genius Chris "Ludacris" Bridges will perform at the American Eagle Outfitters, Inc. Spring Break 2007.

Along with the lineup of performances by hip hop cultures Fergie and hip hop genius artist Chris "Ludacris" Bridges, Cute Is What We Aim For and The Academy Is, will also perform in Cancun. DJ AM will spin on Thursday Club Nights in Acapulco. Millions can log onto ae.com or visit American Eagle stores to see selected exclusive video and photos of the hip hop performances as well as AE Web Confessionals from actual Spring Breakers in Mexico.

In both Cancun and Acapulco, American Eagle will regale the beach with DJs and contests on the daytime stages, dodge-ball arenas, and free AE Spring Break totes. AE Cabanas will provide a place to relax, cool down and lounge in hammocks and daybeds. Spring Breakers will also be able to customize their own Spring Break t-shirts and sample REAL, American Eagle's signature scent. A limited edition AE Spring Break 07 tee is available while supplies last on ae.com.

"AE is bringing the spirit and fun of Spring Break to its customers since not everyone can travel to a Spring Break destination" said Kathy Savitt, chief marketing officer, American Eagle Outfitters. "Whether it's picking up a free AE tote bag with other Spring Break essentials, checking out exclusive performances on ae.com or in our stores, or uploading your own Spring Break videos, we're excited to give our customers a great way to celebrate."

The party kicks off with beautiful Fergie on March 6 at The City in Cancun. Hip hop genius and super performer Ludacris takes The City stage on March 20. Complete performance schedule as follows:

Cancun

March 6: Fergie

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March 20: Chris "Ludacris" Bridges

March 13: The Academy Is ... *AND* Cute Is What We Aim For

March 21: Jasper Redd and AE Campus Comedy Challenge Winners

Acapulco

March 8, 15 and 22: DJ AM

Anytime, Everywhere – More info at www.ae.com