

## Annual Hip Hop and Custom Car Event in North Texas

Written by Robert ID4292

Thursday, 10 April 2008 22:15 -

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Radio One Inc., Dallas KBFB FM "97.9 THE Beat" home of the Rickey Smiley Morning Show is preparing for their 4th Annual Custom Car Show and Concert which will heat up the city of Dallas with fifteen of Hip Hop's hottest acts, three-hundred tricked out custom car displays and hundreds of vendors on Sunday, April 27, 2008 at the Dallas Convention Center inside Halls C, D, E and F.

Dubbed one of the biggest and baddest annual Hip Hop events of the year in North Texas, last year, the 97.9 The Beat Custom Car Show and Concert packed Fair Park's Automobile and Centennial Building with over 20,000 spectators from all over the country. Hip Hop mega star Ludacris will be headlining the show, and there will be other live performances by Texas Hip Hop Legend Bun B, of UGK, Plies, Flo-rida, Ray J, Rocko, the Pop it Off Boys and hot Dallas, Texas local artists The YG's and Lil Will, just to name a few.

This event will be star studded! The 97.9 The Beat Custom Car Show & Concert targets families 12-54. In past years, this event has attracted over 20,000+ people from all over the Metroplex including people as far as surrounding areas Oklahoma, Louisiana, Texarkana, and Waco, just to name a few.

The event keeps getting better every year! Thousands will watch super custom car displays, get a chance to browse hundreds of vendor exhibits and when not at the star-studded main stage being entertained, there will be a second stage, the Burger King Rock the Mic Stage, with over ten hot performers who are ready to give the crowd a great show. This event is not just a car show or just a concert; it is an "experience" that the entire family can remember. 97.9 The Beat's Custom Car Show & Concert is cutting edge and demonstrates to why they are one of the leading stations in the country; always coming with Big Promotions, doing Big Things in the community and producing Big Events.

**Who:** DODGE CHRYSLER JEEP and 97.9 The Beat, KBFB Radio One, Inc., Dallas

**When:** Sunday, April 27, 2008 | Doors open at 11am | Event time from 12pm – 6pm

**What:** The 97.9 The Beat 4th Annual Custom Car Show & Concert starring Ludacris, Bun B,

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Plies, Flo-rida, Ray J, Rocko and more presented by Dodge Chrysler Jeep, Levine's, Burger King, Citi-trends and Metro PCS.

Where: Dallas Convention Center (exact location is in Halls C, D, E and F)

600 South Griffin St.

Dallas, Texas 75020

Tickets: Tickets are \$25 and on sale at the Beat Studios or at all 11 Levine's locations are the DFW. Tickets will be \$30 at the door starting at 9am on the day of the event.