



(FUBU) For Us By Us Network Announces Hip Hop Awards & Festival Weekend in Memphis

The (FUBU) For Us By Us Network announces its highly anticipated Inaugural Hip Hop Awards & Festival Weekend, set to take place in Memphis, August 14–17, 2025.

MEMPHIS, TN, UNITED STATES, January 29, 2025 /EINPresswire.com/ -- The [\(FUBU\) For Us By Us Network](#) is proud to announce its highly anticipated Inaugural Hip Hop Awards & Festival Weekend, set to take place in Memphis, August 14–17, 2025. The awards show is set to take place on August 17 at the Cannon Center for the Performing Arts. This performance centered event, modeled after the Grammys, will serve as the centerpiece of a multi-day festival celebrating the cultural and economic power of hip-hop.

“This isn’t just an awards show—it’s a movement that brings together culture, creativity, and community on a massive scale,” said John Askew, President of FUBU Studios. “We anticipate an economic impact of \$30 to \$50 million over the course of the weekend. Hip-hop is a multibillion-dollar global industry, and this festival will showcase its power while creating unforgettable experiences for everyone involved. We will take the energy, talent, and influence of hip-hop to new heights, leaving a lasting impact on both the city and the culture.”

The festival will feature activities running daily from 8 a.m. to 8 p.m., and beyond. Highlights include a concert with top-tier artists, fashion shows, sports events, family entertainment, and community engagement initiatives. All events will either be streamed live or recorded for future presentation on the FUBU Network, ensuring the celebration reaches audiences worldwide. This landmark event will celebrate not only hip hop’s cultural influence but also its business and entrepreneurial spirit, with a focus on honoring the individuals and visionaries who have driven its global success. The weekend will feature A-list honorees and performers, promising an unforgettable celebration of hip hop’s past, present, and future.

J. Alexander Martin, Co-Founder of (FUBU) For Us By Us, shared his vision for the event, stating, “This isn’t just about awards—it’s about celebrating the ecosystems of hip hop. From the artists to the executives, the designers to the social activists, we want to recognize and elevate those who drive the culture forward. We are thrilled to showcase the industry’s best with an extraordinary lineup of honorees and performers who represent the pinnacle of excellence in hip hop.”

The weekend will feature performances by some of the biggest names in hip hop, as well as

trailblazers and icons who have defined the culture over decades. The honorees and performers, to be announced in the coming months, will reflect the event's mission of celebrating not only artistic talent but also the business acumen and innovation that have shaped the industry.

Roberto "Rush" Evans, Co-CEO of (FUBU) For Us By Us Network, emphasized the importance of the event's unique focus: "Hip hop is more than just music—it's a multi-billion-dollar industry and a global movement. Our awards will not only recognize artistic excellence but also honor the entrepreneurs, innovators, and cultural leaders who have built this industry. With A-list honorees and performers, this event will redefine how we celebrate hip hop."

In addition to performances and awards, the (FUBU) For Us By Us Hip Hop Awards & Festival Weekend will host panel discussions, workshops, and a Hip Hop Business Summit to highlight the entrepreneurial spirit of hip hop. This will provide attendees with opportunities to learn, network, and draw inspiration from some of the biggest names in the industry.

LaTrisha "Nikki" Winston, Chief Marketing Officer for (FUBU) For Us By Us Studios, spoke about the event's collaborative marketing efforts, stating, "Our marketing strategy highlights hip hop's role as a global cultural force while celebrating Memphis' legacy as a hub of creativity and innovation. By partnering with national brands and local businesses, we aim to create an authentic and impactful experience that showcases the marketing and business opportunities hip-hop creates for both local and global economic systems. This positions Memphis as a cultural epicenter, driving innovation, creativity, and impact."

J. Alexander Martin concluded, "This event will embody the entrepreneurial spirit that defines hip hop. It's about showing the world that hip hop isn't just a culture; it's a global business. And we're here to honor everyone who plays a role in making that possible."

Stay tuned for further announcements regarding the star-studded lineup of A-list performers and honorees, who will elevate this event into one of the most iconic celebrations in hip hop history.

About (FUBU) For Us By Us Network

(FUBU) For Us By Us Network is a leading platform for contemporary hip hop media and entertainment, connecting multicultural audiences through dynamic content across television networks, on-demand platforms, and digital media.

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