

Jennifer Lopez concert coming to TNT

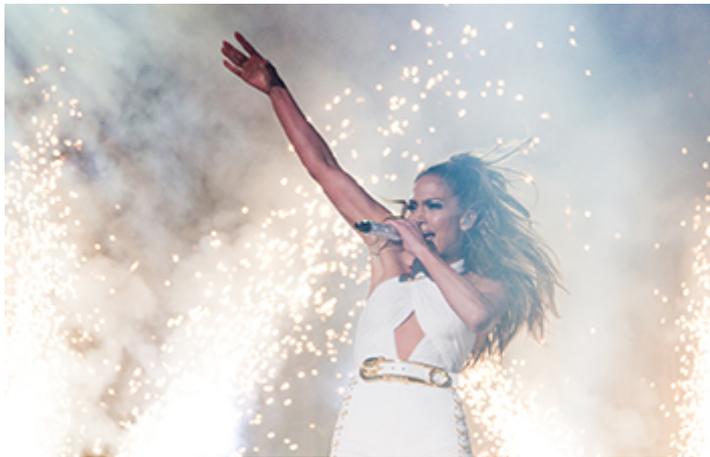
Wednesday, January 28, 2015



TNT to Premiere Neighborhood Sessions with Jennifer Lopez, First in a New Series of Music Specials with Partner State Farm®

Lopez's First-Ever Performance in the Bronx to Premiere on TNT Feb. 14

Actor, recording artist and international superstar **Jennifer Lopez** is coming to **TNT** to kick off a brand new series of music specials with partner **State Farm** that gives the biggest names in music a chance to thank the neighbors who inspired them and continue to inspire greatness in their communities every day. Taped at Orchard Beach in the Bronx, **Neighborhood Sessions with Jennifer Lopez** is the first performance ever given by Lopez in her hometown borough. The special is slated to premiere **Saturday, Feb. 14** during TNT's exclusive coverage



of NBA All-Star Weekend, directly following the network's coverage of **State Farm NBA All-Star Saturday**, and will be available to subscribers via TNT's VOD, digital and mobile platforms on Feb. 15.

TNT's presentation of *Neighborhood Sessions with Jennifer Lopez* will be interlaced with footage of the multi-talented star returning to the streets of her old neighborhood to revisit some of the places and people who had a significant impact on her life and career. The special comes to TNT from **State Farm** and **Translation**, and is produced by **RadicalMedia**. **Benny Medina**, **Jennifer Lopez** and **Elaine Goldsmith-Thomas** serve as executive producers on the concert special, along with Translation's Steve Stoute and RadicalMedia's Jon Kamen, Justin Wilkes, Joe Killian and Jon Doran.

"This concert was about coming back to the neighborhood and giving back to the community," said Lopez, "to the people who inspired me and continue to inspire others."

"The people in our neighborhoods and hometowns have a profound impact on who we become and often make a fundamental difference in our lives," said **State Farm Chief Marketing Officer Rand Harbert**. "Our goal is to tell their stories, through the lens of amazing musical artists, in a way that inspires all of us...like a good neighbor should. We're thrilled to be launching the series in partnership with Turner, giving national exposure to these neighborhoods and the people who make them great."

"Our conversations with marketers have expanded dramatically, with creative teams spanning branded content and production working together to develop landmark partnerships of this kind," said **Dan Riess, executive vice president of integrated marketing and branded content, Turner**

Broadcasting Ad Sales. "Together with State Farm, we look forward to making *Neighborhood Sessions* available to all fans of live music, as we extend these incredible, local performances to a national audience, and set the bar with Jennifer Lopez this February."

Launched by State Farm with the assistance of Translation, *Neighborhood Sessions* is a series of events that give artists the opportunity to express their gratitude and give back to the communities that inspired them as they were growing up. Each *Neighborhood Session* will be as distinctive as the community it represents as it provides support for vital local causes. The Jennifer Lopez event benefitted the Lopez Family Foundation, the Kips Bay Boys and Girls Club, Teach for America, LISC and other Bronx-based community organizations. TNT will announce additional *Neighborhood Sessions* specials in the coming months.

Photo: Misha Vladimirov / State Farm

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Publicity Contacts

TNT

Brad Bernstein

404.575.7750

brad.bernstein@turner.com

TNT

Eileen Quast

818.729.7353

eileen.quast@turner.com

Turner Ad Sales

Jenn Toner

212.275.6642

jenn.toner@turner.com

Translation/State Farm Media Contact

Kiri Jewell Cubela

212.299.3069

kiri.cubela@translationllc.com