



SECOND ANNUAL UNSUNG HEROES EVENT OVERVIEW

The “*Unsung Heroes Award Series*” event is a semi-formal affair hosted by the “*Black Entertainment & Music Association*” (*BEMA*) to serve as primary fundraiser for the association’s educational division. This event is the *Second Annual Unsung Heroes Award Series Program* which is dedicated to honoring and recognizing the achievements of these music veterans. The “*Unsung Heroes Award Series*” event will be featuring: Live Performances by our Celebrity Honorees, *THE THREE DEGRESS and MS JEAN CARN*, V.I.P. Reception, Late Buffet, Souvenir Journal, Award Presentations, and More!

The “*Black Entertainment & Music Association*” (*BEMA*) sponsors its *Second Annual Unsung Award Series* for the purpose of raising money for scholarships for deserving Philadelphia youth pursuing a higher education in the entertainment arts and for the educational division of *BEMA* which is titled the *BEMA Education Foundation* a non –profit organization. *BEMA* acknowledges to all of our supporters that **35% of the net proceeds of this event will go to the scholarship and educational fund.** The **tax deductible donations** from major corporations, organizations, and individual contributors will help to make this event a huge success!

✚ Date:	Friday, November 2007
✚ Time:	7:00 PM
✚ Location:	Salon A @ The Liacouras Center, Temple University Broad Street & Montgomery Avenue
✚ Tickets	\$ 65.00
✚ Expected Attendance:	375 to 500

Organization Background

In 1979, the **Black Music Association (BMA)** was organized and opened offices in Philadelphia with its purpose being to “Preserve, Protect and Perpetuate” the artistry of Black Music around the world.

The Greater Philadelphia Chapter of the Black Music Association, has spawned a new high powered organization entitled the *Black Entertainment & Music Association (BEMA)*.

A “*Community Conscious, Action-Oriented Trade Association*”, *BEMA* implements educational, technical and social programs while partnering with other not-for-profit organizations including the private sector in order to meet the needs of the Entertainment community.

BEMA has affiliations with the *Rhythm & Blues Foundation, Philadelphia International Records, and October Gallery*. These business entities and organizations are charged with the mission of building networks, expanding the economic opportunities and enlarging the educational presence of Entertainment Arts & Culture in the Greater Philadelphia & Tri-State Areas. *BEMA* is fulfilling this mission by sponsoring and hosting the “*Unsung Heroes Awards Series Event*”.