

THE COMMUNITY LINX

PHILLY





OVERVIEW

InHouse facilitated a partnership between Foot Locker and musical artist, Raekwon to create a Philly based rap workshop. The program was built out over several weeks and included a Zoom seminar with Raekwon prior to the in-store event. The seminar and in-store event was hosted by Power 99's own, MinaSayWhat.

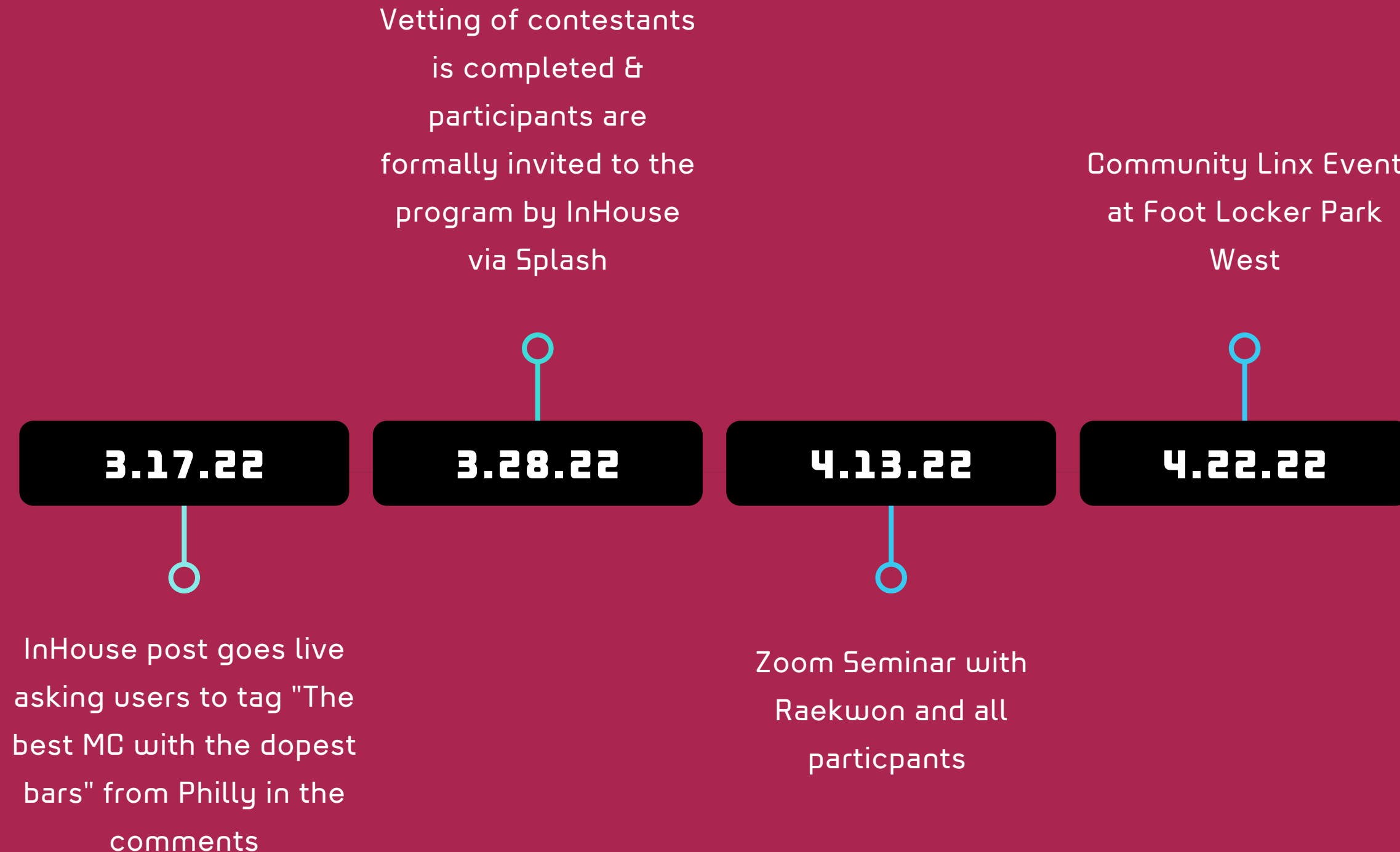
This program was invite only to local, up and coming Philly rappers, and concluded with participants performing for the star studded celebrity panel inclusive of Raekwon, Bri Steves, & Philly Legend, Beanie Sigel.





TIMELINE

A brief history of The Community Linx:
Philly





THE COMMUNITY LINX CELEBRITY JUDGES

Raekwon, Beanie Sigel, & Bri Steves were all on site for the Community Linx Event and served as the judges for the rapper performances.



Beanie Sigel



Raekwon



Beanie Sigel
@beaniesigelsp
702k Followers



Raekwon
@raekwon
1.2m Followers



Bri Steves
@bristeves
94.9k Followers



Bri Steves





OUR HOST: MinaSayWhat

- On-Air personality at Power 99
- Ambassador for the Philadelphia 76ers' community outreach program



CSW



CHILL WILL



H MAN



RAHMOODA



FIRST NAME DANE



ANDRE SAUNDERS



PAYTON APE



MIGUEL DUCOS



COZIER CAM



MAL MEEZY



MEW

ASPIRING RAPPERS OF PHILLY



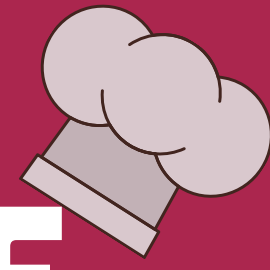


THE SOUNDTRACK BY DJ VIC B

- Local Philly DJ, Vic B was on site for the in-store activation and curated the soundtrack for the event.







ONE ON ONE WITH THE CHEF



After much deliberation, our 3 judges established CSW aka Heroic Poet as the winner of the Community Linx Philly rap competition.

The result of this win, allowed for CSW to get exclusive one on one time with Raekwon to discuss his performance and talk about the future.





THE COMMUNITY REALLY LINX

- The rappers partaking in the Philly arm of the program, rapped exclusively over beats created by Producers who partook in the NYC arm of the program.

PHILLY MEETS NYC

- Each round of the Philly program had one unique NYC Producer beat that the Philly Rappers had to rap over.

Featured NYC producers included: G-Wiz, Trak Beats, Mike Medium, & Young Mozart





Heroic Poet

Foot Locker Philadelphia





HOW TO GET IN TOUCH

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