



**Philadelphia DooWop Festival**  
**Saturday, August 9, 2008**  
**Great Plaza at Penn's Landing, Philadelphia**

DooWop is synonymous with Philadelphia and the music tradition lives on at Penn's Landing. DooWop is a style of music derived from rhythm & blues and jazz that started on the east coast of the United States mainly in urban areas. Kids would gather in schools, parks, and on back porches, but mostly in the inner city on the street corner. DooWop groups usually consisted of five members, a bass, baritone, two tenors, and naturally a lead singer. The songs were mostly about love, as a new generation was seeking its own identity breaking away from the established music of their parents. The group harmony sounds of DooWop music exploded on the nation in the mid 1950's, and continued until the English invasion of the 1960's. 2007 featured the Cleveland Still's Dubs, Cornerstone, Frankie & the Fashions, Memory Lane, the Norristones, Now & Then, The Original Tymes, Reunion, Street Corner Five, The U.G.H.A. Band and 5/3 Woodland.

**Pricing:** Ranges from \$1,500 per day for booth space and up depending on sponsorship benefits and setup logistics.

**Attendance:** 10,000

**Time:** Gates open at 1:30pm, first act begins at 2pm

**Demographics:** Men and women 50-70, Philadelphia Trade Unions and fans of DooWop music.



**Contact:**  
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