



Philadelphia Doo Wop Festival Saturday, September 11, 2010 Great Plaza at Penn's Landing, Philadelphia

DooWop, synonymous with Philadelphia, 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. 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. Performers have included Jimmy Beaumont and the Skyliners, the Continentals, Billy Carlucci, Cornerstone, King Arthur and his "Crown Sounds", the Cleveland Still's Dubs, Cornerstone, Frankie & the Fashions, Memory Lane, the Norristones, Now & Then, The Original Tymes, and Street Corner Five.

Pricing: Starts at \$1,750 for on site exposure.

Attendance: 10,000

Time: 1-7pm.

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



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