



**THE KID LAROI ADDS SPECIAL GUEST TO SHOW AT RUPP ARENA
ON FRIDAY, MARCH 31st, 2023**

JEREMY ZUCKER TO JOIN THE KID LAROI ON OFFICIAL COLLEGE TOUR



Lexington, Ky. (January 31, 2023) – Platinum Entertainment Group and OVG360 are excited to announce that The Kid LAROI and Jeremy Zucker are teaming up to come to Rupp Arena on March 31st.

About The Kid LAROI

It's not every day you meet a newly 18-year-old with the confidence to set his sights on rap royalty and the audacity to actually attempt it. Factor in that he's from Australia, and The Kid LAROI's rapid ascent seems even more unlikely. But, after just one #1 major label debut, a couple platinum records, and millions of streams across platforms, the rapper born Charlton is proving that for an incoming generation filled with promising talent, yesterday's borders aren't today's barriers, and anyone can make it in America as a musician.

LAROI grew up consuming one of America's most adored exports, listening to hip-hop and R&B icons like Tupac, Erykah Badu, The Fugees, Lil Wayne and Kanye West. He's wanted to make music since he can remember, hoping to claim a spot within this specifically American legacy. LAROI started out writing raps as a kid, filling notebooks with rhymes and finessing his skill as a lyricist. But it wasn't until he started uploading freestyle videos online that he began to find an audience for his stories and record his work. "A guy reached out to me on Facebook saying I could use his studio for free—he gave me a bunch of studio time, I made a whole bunch of songs and just posted them up on Soundcloud," he remembers. Following the tragic murder of his uncle in 2015, LAROI and his mother struggled. They moved into project housing and below the poverty line. LAROI honed in on his music.

Not unusual for an 18-year-old, LAROI's lyrics can be unrefined and audacious. The 2020 song "Without You" (the music video boasts over 71 million views), best demonstrates LAROI's penchant for raw, at times crude, love stories. But his ear for infectious beats and melodic, gracefully structured hooks gained him the attention of the industry and acclaim from music's most exciting voices. After competing in a Triple J Radio competition in 2016, he earned respect from industry execs, whose support led him to performances on stages alongside the late JuiceWRLD, whom he considered a close friend and mentor, THEY and more. In 2018, he recorded his debut EP *14 With A Dream* executive produced by frequent collaborator Miracle, and watched standout "Blessings" take off. A well-timed freestyle over Drake's Tay Keith-produced "Nonstop" added fuel to LAROI's trailblazing fire.

"It's really what I've always imagined... I always knew it was bigger than that," LAROI says about his crossover success and finding an audience outside of Australia. With the newfound success from his most recent EP "F*CK LOVE 3 (OVER YOU)" (which also debuted #1 on the Billboard 200), this is just the beginning for LAROI. After spending 6 of its 17 weeks at no.1 on the Hot 100, the smash hit "Stay" is just a glimpse of what The Kid LAROI has coming. "I love everything I make. I take music super seriously, and I look at it as art," says the teenage rap phenomenon. With an undeniable belief in his potential and the fast-paced track record to prove it, LAROI, unexpected as his story is, is making it increasingly easy for the rest of the world to believe in him too.

About Jeremy Zucker

Jeremy Zucker's music unfolds like the kinds of stories you share with your best friends. It's that intimate, detailed, personal, and meaningful. This approach has cemented the New Jersey-born singer, songwriter, and producer as a quietly impactful voice in mainstream music. Since emerging in 2015, he has amassed a staggering 10 billion global streams and sold 4 million albums. His catalog consists of definitive anthems, such as Platinum-Certified records "you were good to me" with Chelsea Cutler, "all the kids are depressed" and the breakout "comethru," which The FADER hailed as "the intoxicating crush anthem that's become his calling card," as well as Gold-Certified records "talk is overrated" feat. blackbear and "better off".

After releasing consistent EPs in 2018 and 2019, his full-length debut, *love is not dying*, bowed in the Top 25 of the Billboard Top Album Sales Chart and garnered widespread praise in 2020. Not to mention, he's received critical acclaim from The New York Times, Rolling Stone, Billboard, PAPER Magazine, Wonderland, and more. Along the way, he graced the stages of festivals such as Lollapalooza, Governors Ball, Reading & Leeds, Firefly, and more in addition to making appearances on television shows, including The Late Show with Stephen Colbert, The Late Show with James Corden, and TODAY Show, to name a few. His second full-length album, *CRUSHER*, arrived in 2021 to widespread acclaim and paved the way for his biggest tour thus far, "MORE NOISE !!!!!", selling out dates in North America, Europe, UK, Asia, Australia, and New Zealand.

To purchase tickets visit www.rupparena.com.

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About Central Bank Center

Located in Lexington, Kentucky, the **Lexington Center Corporation** (LCC) is a not-for-profit 501c3 corporate agency of the Lexington Fayette Urban County Government. It was established in 1974 to manage and maintain Rupp Arena at Central Bank Center, the Central Bank Center (formerly Lexington Convention Center), Triangle Park, and the Lexington Opera House. One of the nation's most storied entertainment destinations, Central Bank Center venues collectively welcome an average of 1.3 million patrons annually.

Since 1976, **Rupp Arena at Central Bank Center** has served as the home court of the University of Kentucky men's basketball team, regularly leading the national attendance average. Rupp Arena has hosted legendary artists such as Justin Timberlake, Paul McCartney, Garth Brooks, Chris Stapleton, and many more. Since 2018, Oak View Group and Live Nation Arenas have provided booking services to Rupp Arena. During the last 18 months, Rupp Arena has broken all previous audience attendance and revenue records in its storied 43-year history.

The Lexington Opera House, built in 1886 and listed on the National Register of Historic Places, is one of the premier performing arts centers in the region. Since its opening, the Opera House has played host to such famous stage performers as W.C. Fields, The Marx Brothers, Al Jolson, Julie Harris, Steve Martin, Brian Wilson, and Graham Nash. It has undergone two major renovations and remains a cultural destination in downtown Lexington.

The Central Bank Center holds over 200 meetings, trade shows, and special events annually. It just completed a transformative \$310 million expansion, featuring a dramatic, light-filled architectural design that offers over 200,000 SF of flexible meeting

and event space. For more, visit www.centralbankcenter.com or follow us on Facebook, Instagram, or Twitter.

About OVG360:

OVG360, a division of the Oak View Group, which was founded by Irving Azoff and Tim Leiweke and supported by Silverlake, specializes in event programming venue assessments and security and emergency preparedness. OVG360 can also provide full management services for arenas, stadiums, convention centers, and performing arts centers. Oak View Group is the largest developer of sports and entertainment facilities in the world with \$4.5 billion of deployed capital across eight project