



## 2017 ICON AWARDS

### For Immediate Release:

Atlanta, GA- May 08, 2017 – The Trio Partners: EDF Developers, Writing Sessions America & Rolling Out Magazine, announced today that they are having the 4<sup>th</sup> Annual “ICON Awards” at the legendary Apache Café on Thursday, May 25<sup>th</sup>, 2017.

The memorable night will be filled with Entertainment, Speakers, Panel Discussions and topped off with presentations for seven iconic industry professionals, who have permanently tattooed a plethora of contributions throughout the music industry.

The ICON Awards selection process and determination are analyzed by a Board of Directors who carefully choose forgotten and behind the scene individuals, who are responsible for the day to day operations, chaos and analytics among the music/entertainment industries.

### About the Partners:

**Eddie F. Ferrell**- the CEO of EDF Developers, who is better known for his role as the co-founder, partner and DJ for Uptown Recording rap group of the late “Heavy D & the Boyz; has demonstrated both onstage and offstage to be a seasoned music pioneer of the music industry and has a powerful reputation for having a genuine poise and personality. He believes that music empowers and brings people together.

**Randy Fling**- the COO of Steed Media Group/Rolling Out Magazine has become an influential person and a pillar to communities in major cities across the country for the last 19 years; however, the publication has also become a major source of communication for the African American community; that inspires and educates on Health, Business, Finance, and Music/Entertainment News.

**Kevin Shine**- the CEO of WSA (Writers Sessions America) is better known as Mr. A&R and respected among his peers in the music industry as a musical genius and expert. In recent years, he has become a hero to the underground artist, songwriters, and producers among the music industry; where he provides a safe haven and a voice beyond the mic and the studios. His unwavering commitment and tenacity motivates him to connect exceptionally talented individuals together—many who are responsible for contributing the most incredible and profound sounds among music today.

In addition, to rewarding individuals for their excellence in music; each year the ICON Awards; highlights and creates a platform for non-profit organizations that have exemplified exceptional service and contributions to their community and other communities across the country.

Therefore, this year’s non-profit spotlight goes to “Girls Who Brunch Tour”, where the focus is to cultivate, inspire, and empower at risk girls between the ages of 9-17 years old; through literacy, education, life skills, health & wellness.

**Who:** Eddie F. Ferrell with EDF Developers, Kevin Shine, Creator of Writing Sessions America (WSAATL) and Randy with Rolling Out Magazine presents the "ICON Awards"

**What:** The Icon Awards, hosted by EDF Developers, Rolling Out Magazine and Writing Sessions America will honor music and entertainment pioneers for their contributions to the Music/Entertainment community.

This year's honorees include: **Hurricane Dave** (Vice President of Programming and Operations Atlanta at Radio One's station's Hot 107.9, Praise 102.5, Ed lover Show & The Rickey Smiley Show. **Kwanza Hall** (Atlanta City Councilman, representing District 2 and Mayoral candidate for Atlanta; nicknamed "everybody's mayor") **Kim Smith Dockery** (Music Industry Veteran known for her expertise in grooming rising stars, credited with working with a variety of big musical names from Teddy Riley to Future. **Lionel Ridenour** (Music Industry Executive is known for being instrumental in the careers of some of our biggest names in music; Janet Jackson, Jermaine Dupri, Lenny Kravitz, Purple Ribbon, and Outkast member Big Boi, however, his most recent accomplishment is scoring two #1 records with Rich Homie Quan "Flex" and YFN Lucci f/Migos and with "Key to the Streets) **Traci Hale** (Pop and R&B songwriter, starting her career as a backup singer for Keith Sweat and the late Aaliyah, and best known for co-writing the successful track for Rihanna "What's My Name", which reached #1 on the Billboard Hot 100) **John Caldwell** (Executive Director for Music Education Group, where he works closely with Capital Records Exec Ric Ross and is also known for having the largest and longest running Music Conference "Mid Atlantic") and **Johnnie Walker** (The founder of NABFEME (National Association of Black Female Executives in Music & Entertainment, Inc, and best known for her role as Senior Vice President and Senior National Director of Promotions for Def Jam Recordings, where she was instrumental in launching the careers of Redman, Method Man, Onyx, Montell Jordan, Ashanti, Sisqo, Case and Foxy Brown.

**When:** Thursday, May 25, 2017 | 8:00 p.m. – 10:00 p.m.  
**(8:00pm Media VIP/8:30 pm Pre-Show/Showtime 9:00pm)**

**Where:** Apache Café – 64 3<sup>rd</sup> Street NW Atlanta, Georgia (Midtown)

**Why:** To build awareness amongst the music community and to initiate stronger relationships with industry professionals, while providing an environment of music business development and education that creates business opportunities and fosters professional growth; with concentration on music excellence in the R&B, Soul, Country, Gospel, Rock and Pop genres.

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**Media Contact:**  
**Natascha Sherrod**  
[Jewelcommunications@gmail.com](mailto:Jewelcommunications@gmail.com)  
678-471-3732

