

TRACE BECOMES THE OFFICIAL GLOBAL MEDIA PARTNER FOR

International brand TRACE, the leading multimedia group dedicated to Urban entertainment signs an agreement with AFROPUNK to become the official media partners for their worldwide festivals in 2017. Both companies share a mutual goal to keep Urban youths at its core and showcase their talents thus making this a very appropriate partnership.

Europe will be the first stop on the Festival's global tour. One week after AFROPUNK Paris with De La Soul showing up as surprise guests during Yasiin Bey (Mos Def) and Robert Glasper's show, AFROPUNK Fest returns to **London** on July 22nd and 23rd for a 2nd edition at Printworks London with JME, Kojey Radical, Lianne La Havas, Willow Smith, Nao, Saul Williams, Thundercat, Danny Brown, Little Simz or Nadia Rose.

AFROPUNK will then be back in **Brooklyn** where it originated on August 26th and 27th with a larger line-up: Anderson Paak, Sampha, Soul II Soul, Raphael Saadiq, SZA, Kaytranada, King, Sinkane and many others. Finally, Solange, Flatbush Zombies, Jamila Woods, Princess Nokia, Oshun or Moses Sumney will perform at AFROPUNK **Atlanta** on October 14th and 15th.

Festival goers will be able to meet the **TRACE USA** team in the marketplace in Brooklyn and Atlanta. A perfect time for TRACE to interact with the afro-urban and multicultural youth, to present the TracePlay app (Live TV and radios, SVOD) and to demonstrate TRACE's strong social, cultural and digital engagement.

Olivier Laouchez, CEO, Chairman and co-founder of TRACE declares, *"TRACE offers over 20 TV channels, 30 music radios and digital services for multiethnic millennials. Afropunk will have a great pan African, Caribbean, and American resonance. Also, with the launch of TRACE Prime, our new channel dedicated to the American audience, it was natural to join forces and collectively strengthen our Afro-Urban movement and answer to our aim to promote and showcase new talent."*

Jocelyn Cooper, Partner of Afropunk once declared, *"Afropunk is a platform that allows people of color a space where they can do anything they want to do, be who they want to. Express themselves and their art. Come together with like-minded folks who feel free and cool in the world."*

For more information, please visit www.afropunkfest.com

To speak with TRACE's CEO, Olivier Laouchez, do not hesitate to contact our press team (see contact below).

ABOUT TRACE

Launched in 2003, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries, Trace offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences. www.trace.company

ABOUT AFROPUNK

AFROPUNK Fest started over 10 years ago in Brooklyn, NY to provide a space for African-American artists from the Punk-Rock local scene. Found by Matthew Morgan and Jocelyn Cooper, Afropunk has evolved into a cultural movement, gathering a large online community of afro-descent people and artists fans of alternative cultures. Today's Afropunk is a global Festival (Brooklyn, Atlanta, Paris, London, Johannesburg) and a web magazine dedicated to celebrating alternative culture and activism, reaching millions across its social networks. www.afropunk.com

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