



Muni Long, DVSN, Eric Bellinger, Vedo, and Jermaine Dupri alongside special guests ATLANTA, GA (September 30, 2024) – Legendary Music Mogul Jermaine Dupri Presents ASoSo R&B Experience, an unforgettable night of R&B music on Saturday, October 12, 2024, at Wolf Creek Amphitheater in Atlanta, Georgia. The star-studded lineup features live performances from today’s hottest R&B artists including Muni Long, DVSN, Eric Bellinger, Vedo, and Jermaine Dupri himself with special surprise guests and a “Ladies Love R&B” presentation from songwriters and producers Bryan-Michael Cox and Keith Thomas rounding out the evening.

“R&B music is making a huge comeback, and I wanted to put together a show to celebrate that,” said Jermaine Dupri, music legend and CEO of SoSo Def Recordings. “A SoSo R&B Experience is going to be an amazing night of intimate performances and collaborations from some of the genre’s brightest stars.”

As founder of SoSo Def Recordings, Jermaine Dupri, a Grammy Award winner, has worked with and developed many of music’s biggest stars including Mariah Carey, Usher, TLC, Xscape, and more. His imprint, SoSo Def, has been instrumental in launching the careers of artists like Jagged Edge, Bow Wow, Kris Kross, and Anthony Hamilton. His ability to stay connected to the cultural zeitgeist is why he continues to remain relevant and develop new talent which is evident with the recent success of Ari Lennox’s “Pressure” becoming her highest charting solo single and Muni Long’s global and viral smash “Made for Me.”

Tickets for the SoSo R&B Experience are on sale now at VarietyEnt.net. starting at \$55 and gates open at 3 p.m. with the show starting at 5 p.m. Don’t miss your chance to experience an unforgettable

night of R&B music from some of the genre's hottest stars and today's reigning hitmakers. For more information, visit VarietyEnt.net.

A SoSo Def R&B Experience arrives on the heels of Jermaine Dupri announcing an exciting, new [SoSo Def Internship](#) in partnership with Emory University. Dupri made the announcement during the keynote session of the inaugural [Ideas Festival](#) on Sept. 20.

ABOUT JERMAINE DUPRI:



Jermaine Dupri, a member of the Songwriters Hall of Fame, is one of the most successful producers in the music industry. He has established a prolific career as a hip-hop artist, award-winning producer, songwriter, author, DJ, and Chairman and Founder of So So Def, which he created in 1993.

Rather than impacting only one lane, Jermaine Dupri has changed the course of R&B, hip-hop, and pop throughout an illustrious career earmarked by some of the most recognizable hits of all-time. The GRAMMY® Award-winning iconic songwriter, producer, rapper, artist, entrepreneur, and philanthropist has powered game-changing and chart-breaking smashes such as Mariah Carey's 6x-platinum "We Belong Together," Usher's 3x-platinum "Nice & Slow," Xscape's platinum "Just Kickin' It," his own "Money Ain't A Thang" [feat. JAY-Z], and countless others. "We Belong Together" not only topped the Billboard Hot 100 for the year, but it also emerged as "the song of the decade" and "fifteenth most popular song of all-time," according to Billboard. It took home "Best R&B Song" and "Best Female R&B Vocal Performance" at the 2006 GRAMMY® Awards. Additionally, Usher's "Confessions Part II" recently topped Rolling Stone's 100 Greatest R&B Songs of the 21st Century coming in at number 1.

At the helm of So So Def Recordings as Founder, he has built a catalog of classic albums, including Da Brat's – the first solo female rapper to go platinum – debut and historic album Funkdafied; Jagged Edge's double-platinum J.E. Heartbreak; Anthony Hamilton's platinum Comin' From Where I'm From; and more. Simultaneously, he has launched JD's Vegan as a mega-popular plant-based ice cream alternative available in major retailers such as Walmart. Plus, he notably stands out as the second rapper inducted into the Songwriters Hall of Fame® following JAY-Z. Meanwhile, the GRAMMY® Museum paid homage to JD and So So Def with a dedicated exhibit entitled Jermaine Dupri & So So Def, 25 Years Of Elevating Culture. He has also appeared on-screen in the Aretha Franklin movie Respect, Hip-Hop Family Christmas, and Step Up. His ability to stay connected to the cultural zeitgeist is why he continues to remain relevant and develop new talent which is evident with the recent success of Ari Lennox's "Pressure" becoming her highest charting solo single and Muni Long's global and viral smash "Made for Me." Speaking to his presence, Variety attested, "What isn't recognized enough is his undeniable influence on the current cultural climate." However, he never stops setting the pace for the entire game to follow.

ABOUT SO SO DEF RECORDINGS:

So So Def Recordings houses over three decades of influential smashes, casting a long shadow over Hip-Hop, R&B, and Pop, and powering the careers of history-making superstars. Founded by Jermaine Dupri, in 1993, the label's commitment to artist development and innovation set a precedent throughout the game for countless independent-minded entrepreneurs to eventually follow. Dupri launched So So Def with the seminal debut from game-changing R&B girl group Xscape, *Hummin' Comin' At 'Cha*. The album notably went platinum and spawned the definitive "Just Kickin' It." Emerging as an arena force, the quartet dropped the platinum *Off The Hook* [1995] and platinum *Traces Of My Lipstick* [1998]. Along the way, So So Def surpassed numerous benchmarks. The label debuted Da Brat's debut LP, *Funkdafied*, enshrining her as "the first female solo rapper to go platinum." After signing Jagged Edge, So So Def released the group's double-platinum *J.E. Heartbreak* [1999], platinum *Jagged Little Thrill* [2001], and gold *Hard* [2003]. Additionally, it ignited the career of 17-time GRAMMY® Award nominee Anthony Hamilton with the platinum *Comin' from Where I'm From* [2003] and gold *Ain't Nobody Worryin'* [2005]. In September 2005, Dupri became the first person to produce the Top 3 singles on the US R&B chart by way of Mariah Carey's "We Belong Together" and "Shake It Off," and Bow Wow's "Let Me Hold You."