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AL ABRAMS TO BE INDUCTED POSTHUMOUSLY INTO 4TH ANNUAL RHYTHM & BLUES MUSIC HALL OF FAME

*Legendary Motown Press Officer and Stax Records Publicist Al Abrams is to be inducted into the 2016
Rhythm & Blues Music Hall of Fame*

(Nashville, TN August 13, 2016: The Rhythm & Blues Music Hall of Fame announces Al Abrams, the respected iconic publicist for both Motown and Stax Records, as one of its 2016 Class Hall of Fame Inductees. This incredible and humbling honor will be bestowed upon Abrams posthumously with his wife, Nancy, accepting his award on Sunday, August 21, 2016 at the Ford Performing Arts Theatre, Dearborn, Michigan.

Abrams is revered within the music industry as the press agent who refused to define color. His creative antics, slogans and writing are forever embedded into music history and legends.

A teenage Jewish-PR whiz kid, he helped to catapult two major historical Black-owned music labels into becoming international hit record companies while helping their respective artists achieve major stardom.

Abrams demanded that Black owned record labels and artists be provided the same promotional and media opportunities as the established White record labels and artists enjoyed.

While America dealt with Civil Rights and equality, Abrams, relentlessly, knocked on every segregated and closed music and entertainment media door until those doors were unlocked. Abrams, made every major media portal take notice when he got the Supremes, Motown's successful and glamorous girl group, on the coveted covers of the monthly TV Guide. Abrams defied the rules of segregation.

Abrams put the "Hype" in the Hits. He is less known and recognized for his creating the two most influential and recognizable slogans associated with Motown, "*The Detroit Sound*" and "*The Sound of Young America*". These two slogans define Motown's music.

In 2011, *Hype & Soul: Behind The Scenes At Motown* was published. Its coveted importance as a music book is unprecedented and unparalleled. This book looks at Motown through the eyes of its iconic press officer. Prior to his death in October 2015, Abrams wrote a follow-up book, *High On Soul: Tell Me It's Just a Rumor Berry* (2017). Abrams, who was hired by Berry Gordy in 1959, even before Motown's existence, integrates his long since forgotten Motown manuscript written by him approximately fifty years ago after leaving Motown into its pages. It tells a very unique insider story about the history of Motown as only its press officer would be privy to knowing.

Motown Black & White is a traveling music-based educational exhibit that takes Abrams' vast music archives and allows visitors viewing the exhibit to go back in time and see the music world as Al saw it. *MB&W* recently closed at the Detroit Historical Museum. The exhibit opens at the Stax Museum of American Music, Memphis, TN on August 19.

In 2016, Abrams was the recipient of a Detroit Music Award for his special achievement within the music industry. In May of 2016, he was inducted into the 2016 Ohio Senior Citizen Hall of Fame as a transplanted Michigan Wolverine for his international contribution to music. To be inducted into the 2016 Rhythm & Blues Hall of Fame with such notables as The Supremes; Smokey Robinson; Fats Domino; Prince; Eddie Floyd, Dionne Warwick; Bootsy Collins and Jimi Hendricks to name a few is an unforgettable gesture which celebrates lives that have influenced the music world through their unique contributions. Abrams would have been proud to have accepted this incredible award.

Abrams believed that diversity is G-d's statement on humanity.

LaMont Robinson, Founder and CEO of the Rhythm & Blues Hall of Fame, has set a high standard for the RBHOF. Robinson is determined to chronicle the American history of Rhythm & Blues and the legacy of artists, musicians and those individuals that have influenced and contributed to the music in our lives.

Robinson envisions the final goal of the RBHOF is to build a world-class Detroit museum where the sound of R&B is heard around the world.

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If you would like more information about this topic, please contact Tony Mantor, Plateau Music at 615.642.2739 or email: tony@plateaumusic.com

High on Sou!

Motown Press Officer

AL ABRAMS PRESENTS MORE HYPE & SOUL FROM HITSVILLE H.Q.

TELL ME IT'S JUST A RUMOR BERRY

"It's what's in the press that counts..."

TELL ME IT'S JUST A RUMOUR BABY
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ISLEY BROTHERS

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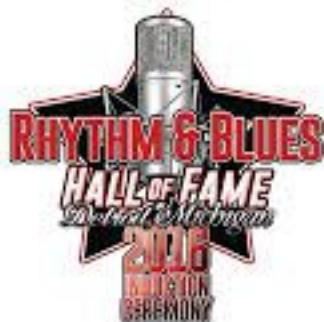
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