



For Immediate Release

On the One: Luminato Funk Festival

Presented by  TELUS[®]

It's all about soul at Nathan Phillips Square with James Brown's Soul Generals, Morris Day and the Time, Newworldson, Luther Brown & DJ Starting From Scratch

TORONTO, {May 21, 2008} – As part of Luminato's free opening weekend celebrations, presented by TELUS, the Festival introduces *On the One: Luminato Funk Festival*, the first soul extravaganza of its kind ever produced in Canada. Nathan Phillips Square transforms into a funk fest like no other on Saturday, June 7, from 1:00-10:45 p.m.

Hang out and get down at Nathan Phillips Square as music, dance, and soul-inspired visual art sets the scene for an amazing array of concerts, incredible gravity-defying dance performances, choreographed dance lessons and awe-inspiring dance competitions with blazing DJs spinning all day long.

Producing the Funk Festival is innovative director, choreographer, and producer Clarence Ford – who, in some circles, is known as James Brown's "adopted son." Ford had worked extensively with the "Godfather of soul" over the years and is committed to "keepin' the legacy alive". In addition to his passion for funk and soul, he has also produced numerous music videos for musicians such as Robbie Williams and the Barenaked Ladies, and is also revered for his work with *Cirque du Soleil*.

On the One is driven by the energy of dance, music and art – all culminating in one location and unified by funk. "Mr. Brown always told me to keep the legacy of funk alive and that's what we're doing. These were the guys who gave us the foundation of today's music. It originally started back in the church, evolved to soul music, soul became funk and funk gave birth to hip hop. James Brown has the most sampled music ever - breakers dance to it to this day," said Ford.

On the One: Luminato Funk Festival Schedule:

Music activities for children of all ages, including *Guitar Hero* and *Dance Dance Revolution* with DJ Starting from Scratch spinning throughout the day – Canada’s foremost urban club & radio DJ (heard daily on FLOW FM). Watch graffiti artists in motion merging art and music.

1:30–2:30 p.m.

“Dance Workshop” led by “choreographer to the stars” Luther Brown of Do Dat Entertainment. Mr. Brown is also one of the judges on the popular TV show *So You Think You Can Dance* and has choreographed many numbers for stars, including Janet Jackson.

2:30–2:35 p.m.

Dance performance by Lil’ Ballers

2:45–3:30 p.m.

Surprise special guest Musical Performer! A Must See!!

4:00–4:45 p.m.

On the One Dance Funk Crew Competition with celebrity judges including Donovan Bailey, 1996 Olympic Gold Medalist.

5:15–5:45 p.m.

MCJB Entertainment Recording Artist aka Subliminal: rapper, Soul-Hop (Neo-Soul), beat boxer, producer, actor, MC

5:45–6:15 p.m.

On the One Dance Funk Crew Competition FINALS with celebrity judges

6:15–7:00 p.m.

Newworldson – the funk gospel band’s debut album “Roots Revolution” was recently nominated for a Juno Award for Best Contemporary Christian Gospel album

7:20–7:30 p.m.

Dance performances from Do Dat and Lil’ Ballers

7:30–8:45 p.m.

James Brown’s Soul Generals – a rare treat for funk fans, they have been the only band backing the “Godfather of Soul”, James Brown, for the past 20 years. Mr. Brown’s son, Daryl Brown, headlines along with CapeMan “MC” Danny Ray and bass player Fred Thomas.

9:15–10:30 p.m.

Morris Day and the Time – recently seen on the Grammy Awards with Rihanna and are well known for their work with Prince on *Purple Rain*.

10:45 p.m.

Event ends

Luminato's free opening weekend celebrations, including *On the One: Luminato Funk Festival*, are presented by TELUS.

For more information about *On the One: Luminato Funk Festival*, please visit www.luminato.com

-30-

For media inquiries regarding Luminato, please contact:

Laura Erika Barron
Public Relations Coordinator
lbarron@luminato.com (416) 368-3100 ext. 242

Bill Bobek
Director, Communication & Media Relations
wbobek@luminato.com (416) 368-3100 ext. 246

ABOUT LUMINATO

For 10 extraordinary days in June, the vibrant city of Toronto's stages, streets and public spaces are illuminated with arts and creativity. Luminato is an annual multidisciplinary celebration of theatre, dance, classical and contemporary music, film, literature, visual arts, design and more. **Luminato 2008 is June 6-15.**

For more information on both free and ticketed Luminato events, including dates, locations and schedules, visit www.luminato.com. Tickets are available through all Ticketmaster outlets (call 416-872-1111 or visit www.ticketmaster.ca).

The Festival's first donors, called Founding Luminaries, were vital to the visioning and success of the inaugural Festival and establishing a world-class annual celebration of arts, culture and creativity. The Festival's Luminaries ensure Luminato continues to present Canadian and World premieres, innovative new work and unexpected collaborations that result in memorable moments of artistic excellence.

Luminato gratefully acknowledges the generous support and vision of its Luminaries; corporate sponsors, particularly our presenting sponsor, L'Oréal; our dedicated government partners, especially the Government of Ontario, the Government of Canada through the Department of Canadian Heritage, and other supporters.

Founding Luminaries – Mohammad and Najla Al Zaibak, Charles and Marilyn Baillie, Avie Bennett, Helen Burstyn and David Pecaut, Kate Alexander Daniels and

David Daniels, Joan T. Dea and Lionel F. Conacher, Ian and Kiki Delaney, John Donald and Linda Chu, The Duboc Family Foundation, Margaret and Jim Fleck, Linda Frum and Howard Sokolowski, Kevin and Roger Garland, Anthony and Helen Graham, Lucille and Urban Joseph, Michael and Sonja Koerner, Chetan and Clara Mathur, Judy and Wil Matthews, Robert and Cheryl McEwen, Pierre L. Morrissette, Sandra and Jim Pitblado, Jonas and Lynda Prince, Richard Rooney and Laura Dinner, The Slight Family, Marisa and Edward Sorbara, Larry and Judy Tanenbaum, and Robin and David Young.

Luminaries and Corporate Luminaries – Tony and Anne Arrell, David and Stacey Cynamon, Lonti Ebers and Bruce Flatt, The Ira Gluskin and Maxine Granovsky Gluskin Charitable Foundation, Jay and Barbara Hennick & Family, Joan and Jerry Lozinski, Joseph Mimran and Kimberley Newport-Mimran, David and Audrey Mirvish, Nancy Pencer, Geoff and Megan Smith, The David & Stacey Cynamon Family Foundation, and Falls Management Company

Founding Corporate Luminaries – BMO Financial Group, Ivey Foundation, MacLaren McCann, Manulife Financial, RBC, St. Joseph Communications, TELUS, and Tourism Toronto.

SuperNova Program Development Fund – Margaret and Jim Fleck, Rob and Cheryl McEwen, Sandra and Jim Pitblado, and Gretchen and Donald Ross.

Luminato 2008 Sponsors – L'Oréal, TELUS, CTV, The Globe and Mail, Cineplex, St. Joseph Communications, BMO Financial Group, OLG, National Bank Financial, Manulife Financial, Toronto Star, Scotiabank Group, Toronto Life, The Weather Network, Waterfront Toronto, Mill Street Brewery, and Four Seasons Hotel Toronto.

Government Partners – The Government of Ontario, the Arts Presentation Canada program of the Department of Canadian Heritage, Tourism Toronto, The Ontario Trillium Foundation, Ontario Cultural Attractions Fund, Canada Council for the Arts, the Ontario Arts Council, and the British Council.

Corporate Supporters – The Boston Consulting Group, Endeavour Marketing, The George Partnership, MyThum Interactive, PricewaterhouseCoopers LLP, Stikeman Elliott LLP, Strategic Counsel, and ThinData.

Foundations

J.P. Bickell Foundation, Hal Jackman Foundation, Imperial Tobacco Canada Foundation, The McLean Foundation, Sidney Lee Dream Foundation, Inc., and the Toronto Community Foundation.

This list represents commitments as of May 20, 2008. Additional Luminaries, sponsors, government partners, and individual donors will be announced shortly.

Luminato™ is a registered trademark of the Toronto Festival of Arts, Culture and Creativity.

