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Hip Hop on the Plaza Returns to Celebrate San Francisco's Vibrant Street Dance Culture

SAN FRANCISCO (April 16, 2024) – **All The Way Live Foundation**, in partnership with **Market Street Arts** and **Creative Grounds**, is thrilled to announce the return of **Hip Hop on the Plaza**, a series of free, all-ages events celebrating the rich history and diverse artistry of hip hop dance in San Francisco.

Beginning on Friday, April 19, and running through September 2024, Hip Hop On the Plaza will feature a dynamic lineup of programming, including weekly dance workshops and bi-monthly dance battles that will transform UN Plaza into a hub of creative expression and community engagement.

Founder **Sergio Suarez (All The Way Live Foundation)** shares: *“Hip Hop on the Plaza is a celebration of the rich cultural heritage and vibrant creativity that defines San Francisco's diverse communities. These events provide local youth with a creative outlet for identity and emotional expression. We look forward to welcoming talented artists from across the City as well as youth and families of Mid Market as Hip Hop on the Plaza fosters a sense of unity, pride, and belonging that is so essential to the fabric of our City.”*

The kickoff event on Friday, April 19 will feature a Breakin' workshop and session led by Sergio Suarez, otherwise known as **“Bboy Powerserge”**, with live music provided by **DJ Oui Boogie**. On Saturday, April 27, the U.N. Plaza will host a 1 vs. 1 Breakin' competition with a \$250 prize for first place, as well as a 3 vs. 3 All-Styles dance competition with a \$750 prize.

ABOUT ALL THE WAY LIVE FOUNDATION

All The Way Live Foundation is an award winning grassroots organization committed to elevating the voices and expressions of youth from historically marginalized and underserved communities. Founded in 2008, All The Way Live Foundation continues to celebrate and honor the spaces and neighborhoods in which many of these street styles were birthed and nurtured.

Centering Hip Hop Culture and Dance, All The Way Live Foundation has amplified and empowered communities throughout the world, one dance step, freeze and pose at a time.

ABOUT MARKET STREET ARTS

Market Street Arts represents a range of arts organizations, creative businesses, and social activity in the heart of San Francisco's Historic Theater District. The area on Market Street between 5th and Van Ness is home to five large performance venues, with a collective capacity of more than 16,000. It is where daily life meets artistic expression, from impromptu street performances to awe-inspiring theater shows. Market Street Arts highlights the area's role as a convergence of live music, theater, public art, cultural organizations, and creative entrepreneurship.

Market Street connects San Francisco to the greater Bay Area and the world. On any given night, it has served as a playground for San Francisco's cultural scene dating back to 1907. With civic public spaces and activities throughout the year, Market Street is the backdrop for a diverse array of experiences, including world-renowned Pride parades, impassioned political rallies, and social demonstrations. With an array of retailers and cultural organizations, Market Street is a vibrant hub for both budding and renowned creatives and artists, where locals and visitors will discover something new.

This program is funded in partnership with the San Francisco Office of Economic and Workforce Development.

ABOUT MID MARKET FOUNDATION

The Mid Market Foundation (MMF) is a 501c3 nonprofit established in 2019 that accepts charitable donations and seeks funding to conceive, implement, and manage transformative programs.

ABOUT CREATIVE GROUNDS

Creative Grounds Production Group is a professional BIPOC family owned San Francisco based Design and Event Production company. Our team values nurturing memorable experiences one moment at a time.

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