



For Immediate Release:

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Apple Music to Stream First Apple Music Summer Virtual Concert

June, 2021 - Apple Music will be launching their first ever Apple Music Virtual Summer Concert set to be streamed on August 21st at 8 PM live on Apple Music and YouTube. The event will be highlighting upcoming and independent R&B/Hip Hop artists.

In the wake of the pandemic, summer concerts are not the same as they once were. Music has saved many people through this pandemic, without the experience of a summer concert in the flesh. Apple Music is providing the opportunity for music fans to wrap up the summer with the experience of a live summer concert all while discovering new artists to add to their playlists.

It can be especially hard for artists to thrive with the limitations of today's world. It has become more difficult for artists to tour or physically connect with fans the way they once did. Upcoming and independent artists are working harder than ever. The Apple Music Virtual Summer Concert will give these artists that extra exposure they need to reach their audience while ending the summer with a bang for music lovers.

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