

**FOR IMMEDIATE RELEASE**

**PRINCE “WELCOME 2 AMERICA” EXCLUSIVE NORTH AMERICAN  
PERFORMANCES IN NEW YORK AREA**

**New York, New York (October 25th, 2010)** – Prince, one of the most prolific and groundbreaking artists of our time whose recorded music, live performances and powerful artistry have affected music and pop culture like no other, will bring his extraordinary live production, WELCOME 2 AMERICA, to the New York area in December.

After 21-nights of sold out shows in London, Prince makes his first return to the East Coast since 2004. A different experience every night, Prince will be joined by various performers including Maceo Parker, Janelle Monae, Mint Condition, Esperanza Spalding, Cassandra Wilson, Sinbad, Lalah Hathaway, Sheila E. and Graham Central Station.

As part of the live events, Prince will play a solid gold Fender® Custom Stratocaster® guitar master-built by Senior Master Builder Yuriy Shishkov. At the end of the run, the guitar will be auctioned off to benefit the Harlem Children’s Zone. The Harlem Children Zone ([www.hcz.org](http://www.hcz.org)) is a community based organization serving over 17,000 children living in Harlem NYC. Harlem Children Zone’s CEO, Geoffrey Canada was also on hand at the press conference.

After 100 million albums sold, seven GRAMMY® Awards, a Golden Globe, an Oscar®, and a Webby Award for visionary use of the Internet, the influence of Prince is endless. His chameleon-like image, signature style and constantly evolving sound all echo in the work of two generations of artists across multiple genres. As a songwriter and producer, he has collaborated with legendary artists including Mavis Staples, Chaka Khan, Stevie Wonder, Celine Dion, Madonna, and Sinead O’Connor. For five decades, Prince has given the world countless musical, entrepreneurial, and spiritual gifts. Love is at the foundation of all he gives: love of God and humanity in the world.

**Tour Dates:**

Dec. 14	East Rutherford, NJ	IZOD Center
Dec. 15	East Rutherford, NJ	IZOD Center
Dec. 17	East Rutherford, NJ	IZOD Center
Dec. 18	New York, NY	Madison Square Garden
Dec. 29	New York, NY	Madison Square Garden

Tickets on sale Saturday, October 30 at 10am. Tickets available at LiveNation.com. Tickets also available through Charge By Phone 800.745.3000, select Ticketmaster locations and respective box offices. Tickets starting at \$20.10 plus applicable service charges.