

Sports & Entertainment



# Stax Music Academy introduces the Shoe with Soul; Each pair sold will provide music lessons for Memphis youth

Pre-Order Available Now!

JANUARY 29, 2024 (Memphis, TN) -- In an effort to raise music awareness while providing comfortable footwear, the Stax Museum of American Soul Music is joining forces with non-profit philanthropic shoe design company SoGiv to present the new Stax Music Academy shoe. The shoe is inspired by the original outside tile wall from the Stax Records building in the "70's, featured at the entrance on E. McLemore Avenue at the Stax Museum of American Soul Music.

Available in sizes from Women's 7 to Men's 12, the shoe is red with the Stax Music Academy logo, piano keys, and musical notes. The shoe will be released



in June 2024 to celebrate Black Music Month but is available for pre-order now. With proceeds benefiting the Stax Music Academy, retailing at \$150 USD

accompanied by the unmistakable red branded shoe box and sheet music inspired tissue paper design + shoe tote. Pre-Order Today! Visit: shoe.staxmusicacademy.org

Innovative and thought-provoking, SoGiv awareness shoes include footwear designs that are as much of a creative expression as the melodic hook from your favorite song. Simply put, SoGivs are deemed conversation starters with eye-catching design elements telling a story, often without you having to be present to explain it. All this and more are found in the soulful release of the SoGiv x Stax Music Academy awareness shoe benefiting the Memphis-based Charter School. The Stax Music Academy shoe features the original Stax Records-inspired ceramic tile design taken from the entryway of the hit-making E. McLemore studio, located on the top panel design of the right shoe. Musical

notes from Isaac Hayes's "Wonderful" are positioned on the left shoe panel, accompanied by black and white piano key-inspired notes on the outside profile. In contrast, the inside profile features a 3 and 2 piano key design silhouette. The shoe also features SoGiv's signature "Cause Code" to scan the integrated QR code on the back pull-tab. It directs you to Stax Music Academy's homepage to learn more about its soulful mission and how you can support this great cause. The CodeCrew School powers the QR Code. Impact: Every pair sold assists with providing music lessons for Memphis youth. Hashtag: #UnboxingSoulMusic Colorway: Red/Black/White Details: Breathable Flynit Upper

+ Sock Liner Design/Offset Printing + 3M Reflective Printing / E-TPU Noise Dampening + Shock Absorbent Popcorn Outsole / High Polymer Memory Foam Insole / Slip Resistant Rubber Sole/ Rubber Toe Cap / Polyester Shoelaces Philanthropic designer Edward Bogard created this shoe at SoGiv for both music and footwear enthusiasts alike. The Soulsville Foundation is fully responsible for the program and its content. The Stax and Snapping Fingers design are ® trademarks of Stax Records, a division of Concord. Stax Records proudly supports the Soulsville Foundation; however, it may not necessarily share the views and opinions expressed in this program.

# Grammy Award-Winning Tiësto named first in-game DJ for Super Bowl

NEW YORK — Jan. 25, 2024 — The NFL announced Tiësto as the first in-game superstar DJ for Super Bowl LVIII.

Tiësto will perform a DJ set prior to the game while the players warm up and fans settle in at Allegiant Stadium on Feb. 11, 2024. He will then stay as the in-game DJ and play during featured breaks within the game, becoming the first superstar DJ to perform throughout the Super Bowl. Portions of the performance will be featured on the Super Bowl LVIII broadcast on CBS and live streamed on the artist's social channels.

"Each year, we look to elevate the in-stadium experience for our fans, and with our first Super Bowl in Las Vegas, it seems only fitting to embrace the legacy of iconic DJs in this city by having Tiësto bring his signature style to our biggest event," said Tim Tubito, director of event presenta-

tion and content at the NFL. "As one of the most influential DJ/producers who helped define the culture of Las Vegas and electronic music around the world, Tiësto is the perfect artist to help us create an unforgettable game-day experience for our fans, players and viewers everywhere."

The Grammy Award-winning, platinum-certified, international icon has brought electronic music to the masses, first rising out of the underground scene. He's played the mainstage of every major international dance music festival and sold more than 36M albums, clocked six Billboard "Hot 100" hits and aggregated more than 11 billion streams worldwide, including 5.8 billion streams on his album Drive which is currently gold and approaching platinum status in the US.

"I'm excited to be a part of the

Super Bowl LVIII!" said Tiësto. "And it's even more incredible that it's in my favorite place - Las Vegas. Thank you to the NFL for having me. I cannot wait to party with you all at the big game!"

The pregame DJ set, which occurs prior to the game while the players warm up, is a slot the

NFL initially began programming at Super Bowl LIV in Miami. This will be the fifth year of the DJ set during player warm-ups. Past years included sets from DJ Khaled in Miami, D-Nice in Tampa Bay, Zedd in Los Angeles and DJ Snake most recently in Phoenix.

**About Tiësto**  
Tiësto is a pillar in electronic music and an artist that transcends beyond that - Tiësto is an experience. When you hear the name and hear his signature sound on the dance floor, you know you're about to have the best night of your life. Through-

out his unparalleled career, the GRAMMY Award-winning, Platinum-certified, international icon has brought electronic music to the masses, first rising out of the underground scene to become one of the biggest and most influential DJ/producers of all time.

Email entertainment news and photos to [MSTentertainment@prodigy.net](mailto:MSTentertainment@prodigy.net)

## Memphian Candace Holyfield-Parker hosts celebrity gifting suite on Super Bowl weekend

LAS VEGAS, NEVADA – Six Figure Spa Chick founder, Candace Holyfield-Parker, a well-known celebrity massage therapist, entrepreneur, and philanthropist, is set to host an exclusive celebrity gifting suite during Super Bowl weekend as an extension of IV DripCon 2024. This luxurious event is scheduled to take place on February 10, 2024, at a private location in Las Vegas, NV.

Candace Holyfield-Parker's solid foundation in business, coupled with her extensive history as a massage therapist and spa professional, has led to strategic partnerships with prestigious brands, making her the perfect host for this star-studded affair.

The celebrity gifting suite will showcase a curated selection of diverse products and services, serving as exclusive gifts for special guests. This event will highlight the latest trends and innovations in the industry and offer an unparalleled experience of wellness services available to attendees.

The presence of prestigious brands like Dillard's, HypeHair, American Express, Victoria's Secret, and Beauty Done Right as seen in Neiman-Marcus further enhances the event's prestige, contributing to an unparalleled and luxurious atmosphere. With a passion for creating unforgettable moments, Candace wants at-

Please see sports page 4

## Showboats head coach DeFilippo to address fans from sports page 1

consist of the Showboats along with the Birmingham Stallions, Michigan Panthers and Houston Roughnecks. The XFL Conference will consist of the Arlington Renegades, D.C. Defenders, San Antonio Brahmas and St. Louis Battlehawks.

The United Football League's 2024 season will begin March 30. Training camp is slated to begin Feb. 24 in Arlington, Texas.

The Memphis Showboats were 5-5 last season, playing in the USFL, which recently merged with the XFL to form the United

Football League. DeFilippo served as a head coach in the USFL during 2023, leading the New Orleans Breakers to a 7-3 regular season mark and a berth in the South Division Championship game.

In addition to hearing from Coach DeFilippo, Brandon and Johnston, fans in attendance will have the opportunity to purchase Memphis Showboats gear from last season, including game-worn jerseys and unused sideline apparel, including t-shirts, polos and quarter-zip jackets.

