

Kick Off Summer at Aruba's Annual Soul Beach Music Festival This Memorial Day Weekend, May 25-30



NEW YORK, NY – (May 11, 2011) – Aruba is proud to announce the A-list lineup for the eleventh Annual Soul Beach Music Festival, taking place May 25-30, 2011. This year's festival offers live performances by Grammy Award-winning singers Jennifer Hudson and Chrisette Michele, as well as R&B supergroup Heads of State, which includes Bobby Brown, Ralph Tresvant and Johnny Gill.

The 2011 Soul Beach Music Festival falls over Memorial Day Weekend in Aruba's sun-kissed paradise, with five-days of power-packed events. Soul music fans from around the world can take part in nightclub festivities, sizzling beach parties and live concerts. This year's events will take place at Joe Laveist Sport Park in San Nicolas, Aruba's second largest city, which boasts picturesque beaches and a main street promenade with local snack spots and souvenir shops.

“The Soul Beach Music Festival creates an upbeat atmosphere all throughout the island, with visitors from all over the world joining a celebration of music, wonderful beaches and plenty of parties,” said Ronella Tjin Asjoe-Croes, CEO of Aruba Tourism Authority.

The Soul Beach Music Festival's full schedule of events and ticket pricing information can be accessed at www.soulbeach.net. Specialized vacations to Aruba during the Soul Beach Music Festival can be booked through www.aruba.com.

For this year's festival, the Renaissance Aruba Resort & Casino is offering the "Catch the Rhythm, Feed Your Soul" package, which includes 30% off leisure rates, a welcome cocktail upon arrival, and a Soul Beach goody bag. The package is valid May 25 – 31, 2011 and can be booked with promotional code ER7.

About the Artists:

Known for her incredible voice, actress and recording artist, Jennifer Hudson first came to prominence in 2004 as one of the finalists on American Idol. She made her film debut in the 2006 film Dreamgirls, which won her several awards, including an Academy Award, a Golden Globe, a BAFTA Award, an NAACP Image Award and a Screen Actors Guild Award. In 2008, Hudson's debut album won her a Grammy Award and her recently released album I Remember Me debuted at number 2 on the Billboard 200.

Grammy Award winning singer-songwriter, Chrisette Michele will also be joining the lineup. With a style that incorporates a variety of musical genres, including rap, R&B and soul, Chrisette is best known for her songs "Be Ok" and "Epiphany." She has also been featured on several hip-hop albums including Jay-Z's Kingdom Come and Nas' Hip Hop is Dead and recently released her third album Let Freedom Reign in November 2010.

Former members of the R&B group New Edition, Bobby Brown, Ralph Tresvant and Johnny Gill joined forces to create the super-group Heads of State. According to Gill, the group's name is inspired by the original name for The Rat Pack. Heads of State has been touring together since 2008 and will make an exciting appearance at the Soul Beach Music Festival.

Together, these artists will participate in a one-of-a-kind musical festival on the pristine, white-sand beaches of Aruba.

For more information about vacations in Aruba, please visit online at www.ARUBA.com or call 1.800.TO.ARUBA.