

PRESS RELEASE

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PRESENTED BY:

BANK OF AMERICA 

Charlotte Soul Fest Presented by Bank of America Launches September 6, 2025, in Uptown Charlotte

Charlotte, NC — June 24, 2025 — This fall, the pulse of the Queen City comes alive with the launch of **Charlotte Soul Fest**, presented by **Bank of America** — a free, all-day celebration of culture, wellness, and community impact happening **Saturday, September 6, 2025**, from **11:00AM to 9:00PM** at **First Ward Park in Uptown Charlotte**.

Charlotte Soul Fest is built on two key pillars: **access to quality healthcare and creating a clear path to affordable housing and homeownership**. With **Bank of America** as Presenting Sponsor, the festival brings together music, dance, visual art, health services, and financial tools in one dynamic and inclusive experience — free to the public and designed to support these two pillars.

A major highlight is the **Art of Remarkable Care Stages**, brought to you by **Novant Health**, which include the main music stage and the cultural dance stage. These stages will feature **live musical performances throughout the day and free cultural dance workshops** — reflecting **Novant Health's** deep commitment to community wellness and the healing power of the arts.

Hosting the celebration are two of Charlotte's favorite radio voices: **Janine "JD the Diva" Davis from V101.9** and **Ms. Jessica from Power 98**.

"This festival is joyful and intergenerational, but also a bold response to real needs," said KMarie Walters, Executive Director of Charlotte Soul Fest. "Every zone is intentional, and every detail matters. We're here to celebrate, give back, and make Charlotte Soul Fest a city staple."



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Festival Highlights Include:

- **Main Music Stage** – Jazz, gospel, soul, and R&B from Charlotte’s best
- **Cultural Dance Stage** – Free workshops: Ring Shout, Samba Afro, Belly Dance & more
- **Soul Expressions Art Walk & Fair** – Featuring local Black creatives
- **Kids Zone** – Inflatables and hands-on family fun
- **Health Services (2025–2026 Cold & Flu Season):** Mecklenburg County Public Health will provide health education, appointments for flu and COVID-19 vaccinations, health screenings, and preventive care support for uninsured individuals. Vida Pharmacy will administer flu and COVID-19 vaccinations for those with insurance.
- **Better Money Habits®** – Financial education by Bank of America
- **Housing Resource Hub** – DreamKey Partners, Common Wealth Charlotte, and others providing guidance
- **Mobile Mammograms** – Onsite screenings by Invision Diagnostics
- **Sickle Cell Blood Drive** – With OneBlood’s Big Red Bus
- **Food & Fund Drive** – Supporting Second Harvest Food Bank with matching from Harris Teeter

A Day That Gives Back

With thousands expected, Charlotte Soul Fest is a powerful collaboration among nonprofits, local leaders, and businesses—all working together to uplift and serve.

Sponsors include: Bank of America, Novant Health, Harris Teeter, Truist, Coca-Cola Consolidated, and Fifth Third Bank.

Learn More: Visit www.charlottesoulfest.com or follow **@charlottesoulfest** on Instagram for updates, performer announcements, and ways to get involved.



“Novant Health is committed to building remarkable futures for the communities that we serve, and we know that to achieve that, promoting well-being is as important as healing illness.

We are grateful for the opportunity to partner with Charlotte Soul Fest and set a stage that does just that. We know that the community-building, music, and art that are set to take place at this inaugural event are all vital to wellness, and we are excited to watch that happen on our Art of Remarkable Care stages. The Art of Remarkable Care is already making an impact throughout Charlotte, as we combine the healing power of art and the high-quality, accessible health care Novant Health is known for.”

- Dr. Sid Fletcher, SVP, President Charlotte Region, Novant Health

