

THE MAMA FOUNDATION

TRAVEL TRADE ONE PAGER OF SERVICES

THE MAMA FOUNDATION FOR THE ARTS is **the premier destination for gospel in New York City**. A Harlem treasure that preserves and promotes the history and fundamentals of gospel, jazz and R&B music. Founded by legendary radio personality, Vy Higginisen, the foundation opens its doors to the world by sharing the groove of jazz, the rocking and rolling of real R&B and the “good news” of sacred music.

CONTACT

RYAN BAKER
212-280-1045



THE MAMA FOUNDATION IS THE PREMIER DESTINATION FOR GOSPEL MUSIC IN NEW YORK!

Gospel music is the bedrock of all popular music birthed out of the American 20th century landscape. As keepers of this legacy, we offer an opportunity for visitors to tap into a rich culture that speaks to social and artistic triumph through a platform that celebrates African-American musical heritage.

Vy Higginsen has created an environment that is achieved by fun and uplifting classes, interactive workshops and private performances.



HISTORY OF THE FOUNDATION

As one of New York City's pioneering radio disc jockeys, Higginsen has built a solid reputation for identifying good music and developing a sound that resonates with music lovers. This knack led her and her producing partner, Ken Wydro, to create the legendary musical, "Mama, I Want to Sing" in 1983. *Mama...* was an international hit and is one of the longest running musicals in the history of theater.

Many consider that to be the start of the Mama Foundation. However, it wasn't until her own daughter's school cut art programming from the curriculum that she decided to make a change. Inspired also by world tours of "Mama, I Want to Sing" in Europe, the Caribbean, Japan and the United States and seeing how music liberated children on the margins.

Vy Higginsen created the Mama Foundation for the Arts to help re-establish Harlem as an artistic and cultural centerpiece of the world.

GROUP

Gospel Singing Workshop

Includes introduction to gospel; vocal warm-ups; singing intensive with disciplines in harmony, pitch, control; learn and sing multiple pieces with the Workshop Leader, Vy Higginsen, a Music Master and a Musician.

\$30/person

Gospel Performance Workshop

Includes concert with Vy Higginsen's Sing Harlem Choir; introduction to gospel; vocal warm-ups; singing intensive with disciplines in harmony, pitch, control; learn and sing multiple pieces; sing-along with the Sing Harlem Choir with Workshop Leader, Vy Higginsen, a Music Master, a Musician and a choir of 10 singers.

\$35/person

Mama's Sing Harlem Experience

An intimate history lesson on Black Music and The Spirit of Harlem with Vy Higginsen; a mini-workshop with a TMF Music Master in the Mama Foundation's 149 Brownstone parlor.

\$40/person

The Mama I Want to Sing Experience

An intimate history lesson on Black Music and The Life and Legacy of Doris Troy with Vy Higginsen. Doris Troy, an American singer best known for her chart topping single "Just One Look" and for being a defining vocalist behind acts like The Rolling Stones, The Beatles, Dusty Springfield and Carly Simon, was the muse that inspired the *Mama, I Want to Sing* musical (the longest running Black musical in history). Troy was Higginsen's older sister. Following the discussion, a mini-workshop with a TMF Music Master in the Mama Foundation's 149 Brownstone parlor.

\$45/person

Tiered pricing available for all experiences. Shown rates assume group size 40 or more.

DMC

The Mama Foundation for The Arts is a professional performance based company that provides entertainment for the out-of-town event programmers servicing tourist and corporate entities. Our value as a destination management company primarily rests in our extensive experience as the premier destination for Gospel and R&B, as well as our position as key community stake-holders in the village of Harlem.

Our goal is to provide high-energy and occasion-appropriate performances to corporate events and for meeting planners who has been charged with coordinating an out-of-town event.

CHOIR FOR HIRE: Vy Higginsen's The Sing Harlem Choir

The Sing Harlem Choir is a celebrated group of performers elevated from the Mama Foundation's Gospel for Teens program from The Mama Foundation for the Arts School of Gospel, Jazz and R&B Arts.

The choir can be seen accompanying today's most celebrated pop icons like Pharrell Williams, Ariana Grande, Chance the Rapper, Alessia Cara and Madonna.



Choir available in the following versions:

- Selected Ensemble (5-10 members) \$1500
- Standard Choir (10-25) \$2500
- Mass Choir (25 and above) \$4500

*Performance rates negotiated based on set length, musical selection and location.
Please call Ryan Baker at 646-828-4781 or ryan@mamafoundation.org*



EXAMPLES OF EXPERIENCES THAT CAN BE SOLD

THEATRICAL PERFORMANCES: ALIVE! 55+ and Kickin'

ALIVE! is a celebration of a generation in song featuring a full company of performers who are age 55 and over. An original production and written by Vy Higginsen and Ken Wydro (the creators of MAMA, I WANT TO SING!), this is a show about healing and the transformative power of story and song.

The cast is comprised of everyday people ages 55 and over, from all walks of life. ALIVE! features a unique blend of gospel, jazz, R&B and pop music – songs that served as a soundtrack for this generation. Through the music and through authentic stories and testimonies, ALIVE! tells how it used to be and how life could be going forward.



Original production available in the following versions:

- Selected excerpts from Alive 55+ and Kickin (starting at \$2,000)
- Full production of Alive 55+ and Kicking (starting at \$15,000)

*Performance rates negotiated based on set length, excerpt selection and location.
Please call Ryan Baker at 646-828-4781 or ryan@mamafoundation.org*

PUBLIC SPEAKING: Producer & New York Radio Personality Vy Higginsen



Producer, New York Radio Personality and motivational speaker, Vy Higginsen offers through her infectious personality and industrial spirit, the keys to unlocking one's wildest dreams- against a backdrop of Harlem's rich culture and style. A marketing and public relations maverick, she is one of the most sought after speakers focusing on wellness, entertainment and personal success.

Lecture Topics

Gospel from Generation to Generation
Gospel As and Art Form
Women in Radio
Joining Spiritual Concepts and Business Practices
Success Talk
From Willingness to Willpower
Customized Motivational Presentations

To book Vy Higginsen for a speaking engagement, her starting rate is \$1,500. Please call Ryan Baker at 646-828-4781

LOCATION & HOURS

149 West 126th Street, New York, NY 10027
(Between Lenox Avenue and Adam Clayton Powell Jr. Blvd)

Easily accessible through public transportation:

Bus: M1, M98, M103, M35, M60, (Also to LGA Airport), M100, M101, BX15

Subway: A/B/C/D @ 125th Street & St. Nicholas St.,
2,3 @ 125th Street & Lenox, 4,5,6 @ 125th Street -
one block east on 125th Street

For information about subway services:
mta.info/weekender.html

Driving & Parking directions available upon requests

Office Hours

Monday-Friday 10:00am - 6:00pm

Gospel Classes

Wednesday 7:00pm - 9:00pm

Friday 6:30pm - 8:30pm

Saturday 11:00am - 2:00pm

**Specialty Packages, Private
Vocal Lessons, and Musical
Theater Performances
(by appointment)**

ENJOY OUR NEIGHBORHOOD WHILE VISITING MAMA

*Abyssinian Baptist Church
Alexander Hamilton Grange National
Memorial
Astor Row
Cathedral of St. John the Divine
Harlem Besame
Harlem Shake
Jacob Restaurant
Langston Hughes Residence
Lenox Sapphire Harlem
Malcolm X & Dr. Betty Shabazz
Memorial and Educational Center
National Black Theatre
Ricardo's Steak House
Schomburg Center for Research in
Black Culture
Sylvia's Restaurant
The Cove Lounge*

**WHOLE
FOODS
MARKET**



Vy Higginsen's Sing Harlem Choir



The Four-Time Award Winning Group formed out of the Gospel for Teens program (GFT) founded in 2006 by legendary radio personality and producer Vy Higginsen.

Under the direction of Ahmaya Knoelle Higginsen and Elijah Ahmad Lewis, the choir has grown in influence and has performed at many prestigious venues, programs and concerts across the globe and has been seen on:

60 Minutes in our Emmy Award winning pieces, Nickelodeon, MTV, The Grammy Awards, The Tonight Show with Jimmy Fallon, The View, NBC's Rockefeller Center Tree Lighting, Youtube, Spotify, SNL, the Late Show with Stephen Colbert as well as numerous commercials, ads and private events .

Vy Higginsen's Sing Harlem Choir can be seen year-round with standing gigs in Central Harlem at both the wildly popular Sunday Gospel Brunch at Ginny's Supper Club and at the Harlem Whole Foods Market Cafe.

For more information about booking the choir, contact us directly at 212-280-1045 or email us at ryan@mamafoundation.org.

www.mamafoundation.org

Appeared with:
Ariana Grande
Chance The Rapper
Alessia Cara
Madonna
Sting
Jon Bon Jovi
Chaka Khan
Whoopi Goldberg
Pharrell
Brent Morgan
Mary Mary
Cissy Houston
Marc Cohn
Rosanne Cash
Bank Range
Kierra Sheard
Saint Motel
Eddie Vedder
Fred Hammond
Shirley Caesar
Donnie McClurkin
J-Moss
Jessie Norman
SZA
Moby