

MICHAEL JACKSON ENDOWS MOTOWN MUSEUM HISTORICAL FOUNDATION

DETROIT, Michigan—The Motown Record Company may be sold, but its legacy and heritage, which are deeply rooted in Detroit, in America and in the hearts and souls of the peoples of the world are everlasting and cannot be sold. To assist in keeping the legacy alive, it was announced today that

the museum known all over the world." In response to Jackson's generous gift, Esther G. Edwards, the museum's founder, said, "Michael will always be remembered as the giant forerunner who returned to his musical roots to help preserve and perpetuate the greatest American

Ferndale, went to Michigan State University, you know the Detroit sound. I know I'm in Hitsville. It is more than a magnificent company and great performers; it is a state of mind! It is a feeling! It's soul! It's rhythm! It's music! It's love! That wonderful feeling is the legacy of Motown and the people who



Superstar MICHAEL JACKSON gives a hug to JOANNE JACKSON (left), director of the Motown Museum Historical Foundation and ESTHER G. EDWARDS (right), the museum's founder after their meeting to discuss his endowment to the museum with the proceeds of his October 24th concert in Detroit.

superstar Michael Jackson will donate the proceeds of his October 24th concert in Detroit to the Motown Museum Historical Foundation, the site of the company's original studios and offices, appropriately named "Hitsville USA," located at 2648 West Grand Boulevard in Detroit. The museum, which stands as a symbol that anything is possible in America, is where Jackson got his start at 9 years old. He has said, "I would love to make

legacy in the history of the music business. In 1987 Hitsville USA was proclaimed a historical site by Governor James Blanchard of Michigan with Detroit's Mayor Coleman Young and Secretary of State Richard Austin on hand at a ceremony hosted by Mrs. Edwards and the legendary Smokey Robinson, a Motown vice-president. At the dedication Blanchard revealed, "I live Motown. When you're forty-five and grew up in

made it great." Although Berry Gordy and Motown Record Corporation have no official link to the 501(c)3, tax-exempt, non-profit museum, he has appointed former Stax Records' chairman, Al Bell, as his executive emissary to liaison with the museum foundation. Bell, whose own record company was the home of the Memphis sound and once rivaled Gordy's for No. 1 record chart positions, is widely known in the music



Motown Museum

JOAN RIVERS, BEN VEREEN AT CAESARS PALACE

Comedy great Joan Rivers returns to headline the Caesars Palace Circus Maximus Showroom Oct. 5-17 (dark Oct. 11), starring in cocktail shows with singer/dancer/actor Ben Vereen. Rivers is back in the Caesars spotlight after a limited engagement on Broadway. Last June 21, she took over the role as the mother in Neil Simon's "Broadway Bound." It was a homecoming of sorts for the multi-

talented Rivers. In 1971, she had starred there in "Fun City," which she co-wrote with her late husband, Edgar Rosenberg. She auditioned seven times unsuccessfully for "The Tonight Show" before landing a coveted guest spot. Yet by 1983 — 19 years after her first appearance with Johnny Carson — "The Tonight Show" broke tradition and named Joan its sole permanent guest hostess, a position she continued to hold through most of the '85-'86 season. On Oct. 9, 1986, she launched "The Late Show Starring Joan Rivers" for Fox Broadcasting, then moved into the Center Square on TV's "Hollywood Squares."

Co-starring with Joan at Caesars is multi-talented Ben Vereen. Vereen first became nationally prominent with his Tony award-winning starring role in Broadway's "Pippin." In 1978, Vereen was honored by the American Guild of Variety Artists with three simultaneous AGVA awards — Entertainer of the Year, Rising Star and Song and Dance Star. His rich vocals, rare dance

technique and magnetic performance style caught the attention of television producers. He was outstanding in the title role in TV's "Louis Armstrong—Chicago Style," leading to a variety of opportunities in such widely acclaimed productions as "Roots," "The Jesse Owens Story" and the miniseries "Ellis Island."

Vereen's own network variety special, "Ben Vereen — His Roots," received nine Emmy nominations, winning seven. He also starred in the 1980 comedy/adventure series "Tenspeed and Brownshoe" and had a recurring part as Uncle Philip in the recent ABC series "Webster."

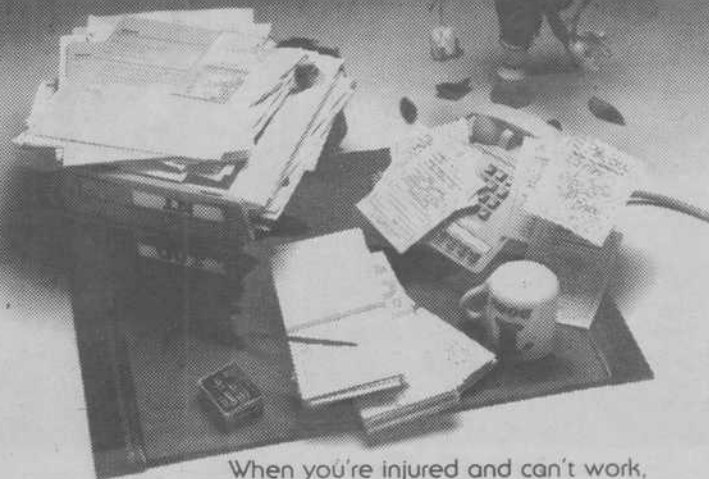
On the big screen, Vereen was the chosen talent to portray the quintessential entertainer in the finale of "All That Jazz." He has just completed a feature film titled "Buy and Cell," a prison comedy.

Onstage at Caesars Palace, Joan Rivers and Ben Vereen perform Friday through Sunday at 8:30 and 11:30 p.m. Showtime is 10 p.m. on Monday, Wednesday and Thursday. For reservations phone 702-731-7333 or 800-445-4544.

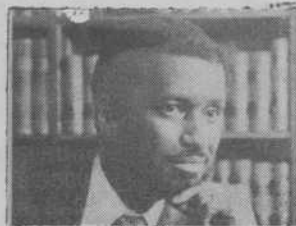
community for vision and management of philanthropic events.

In acknowledging Jackson's contribution, Bell stated, "Michael's loving and unselfish act of appreciation for the nurturer of his young talent, his very roots, is a blessing. It is heartening to see the institution that Michael Jackson has become, so honor Motown, the institution that gave him the foundation to be where he is today. Many other artists who have roots at Motown have expressed a desire to join in the preservation effort. The response has been truly wonderful."

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