

Indiana University Memorial Union Board and Prime Social Group
present:

Rapper Mac Miller

Feat. The Cool Kids and The Come Up

January 26, 2012

FOR IMMEDIATE RELEASE

Bloomington, Ind.—Rapper Mac Miller will be performing at Indiana University on Thursday, April 12, 2012 at 7 p.m. at the IU Auditorium. The show, which is brought by Union Board and Prime Social Group, is part his Macadelic Tour to promote his album, *Blue Slide Park*. Tickets will be available January 27th at 9:00 AM at the IU Auditorium or at http://www.iuauditorium.com/site/all_events.html.

Mac Miller was born in Pittsburgh, PA and began recording in 2007 in rap-duo The Ill Spoken. In 2009, he began recording solo tracks and, by July 2010, he was signed with Rostrum Records. His debut mixtape with Rostrum, *K.I.D.S*, took the Internet by storm and launched him into national stardom. He continued to promote and tour throughout 2010 and released his mixtape *Best Day Ever* in March 2011. The video for the first single released from this mixtape, "Donald Trump," has reached over 27 million views on YouTube. Donald Trump, who is referenced on the song, acknowledged the video on Twitter when it reached 20 million views, stating "Who wouldn't be flattered?" He declared that Miller was the "new Eminem," and stated that he was "very proud of him." 2011 also showcased Miller's selling power, as Miller's first official album, *Blue Slide Park*, debuted at number 1 on the *Billboard* 200, with first week sales of 144,000 copies.

Also performing will be The Cool Kids, a Chicago-based group consisting of rappers Chuck English and Mikey Rocks, and The Come Up, a Pasadena, CA based rap group.

Prime Social Group is a Columbus, OH based promotional company for concerts and other nightlife, and has worked with Tiesto, Kid Cudi, Wiz Khalifa, Steve Aoki, and other top artists. The Indiana University Memorial Union Board is the largest programming body on the Bloomington campus. The board, which also serves as the governing body of the Indiana Memorial Union, strives to organize a diverse range of events and activities around which students may come together. The organization plans concerts, lectures, debates, musicals, and more. To learn more about Union Board, call (812) 855-4682 or email ubvpmem@indiana.edu.

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