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## **HOLLYWOOD INDEPENDENT MUSIC AWARDS BREAKS NEW GROUND WITH INAUGURAL EVENT**

**HIMA Main Event**

**August 17, 2023**

**The Avalon, Hollywood**

**1735 Vine St, Los Angeles, CA 90028**

**5:30 Red Carpet • 6:00 VIP Seating and GA Admittance**

**8:00 Awards Show • 10:00 After Party**

**(Hollywood, CA) – August 9, 2023** – The first annual **[Hollywood Independent Music Awards](#)** (HIMA) will be presented Thursday, August 17th at the historic Avalon Hollywood, California. The HIMA honors independent artists, composers, songwriters, record labels, and technical recording professionals around the globe for their creative contributions to independent music.

The HIMA is an extension of the **[Hollywood Music in Media Awards](#)** (HMMA), which is an annual event celebrating the songs and scores in all visual media including film, TV, video games, commercials, trailers, music videos, documentaries, and other new visual media. For over a decade, the HMMA has included independent music categories in its awards program. Many independent artists attribute the HMMA as a significant catalyst for their music careers. With the exponential growth of the HMMA and increased engagement from indie artists around the globe, the need for a stand-alone platform to specifically recognize independent music was undeniable.

Founder and executive producer of both the HMMA and HIMA, Brent Harvey, says *“The HIMA will have the same level of production, stature, and fun as the HMMA. We’re even using the same venue and production team. It’s going to be a blast. We’ll have quite a few surprises throughout the show!”*

HIMA music categories include most mainstream genres and sub-genres expected in a music award show. The HIMA will also spotlight distinct genres not common in contemporary music awards. Notable examples include Afrobeats/Afropop, genres originating from the continent of Africa and quickly becoming mainstream. Latin music categories include sub-genres such as Latin Pop/Rock, Latin Traditional, Latin Tropical, and Latin Urban/HipHop/Rap. Technical categories will highlight professionals behind the scenes including sound mixers, recording engineers, producers, and independent record labels.

**New Category Introduced!** Notable Music and Entertainment creative Greg “**Olskool Ice-Gre**” Lewis finds a home for his vision of expanding the Rap category. **Lewis** submitted the proposal to **Brent Harvey**, a forty-plus-year entertainment industry veteran who founded The Hollywood Music and Media Awards in 2009 and the **Hollywood Independent Music Awards** in 2022. A former artist and creative himself, **Brent** saw **Olskool’s** vision and felt it necessary to honor the idea by immediately implementing ACH into the 2023 award show. **Hollywood Independent Music Awards** celebrates the 50th Anniversary of Hip Hop. **“ACH is about the sound of the music, not the age of its creator,”** explains **Olskool Ice-Gre**, who is a twenty-three-year creative collaborator to the artist formally known as **Kanye West**. Now with his company, *Honest Management LLC*, **Olskool** plans to build on the synergy he’s found with **Brent Harvey** and the **Hollywood Independent Music Awards** as the ambassador for Adult Contemporary Hip Hop (ACH). An inaugural award will be presented at the award show on **August 17, 2023**, at The Avalon.

Presenters this year will include Multi-Grammy-Winning Songwriter **Diane Warren**, American Hip-Hop Producer and Rapper **Sir Jinx**, 5-Time Emmy & 2-Time Grammy nominated Music Supervisor **Nora Felder**, Actress/Impact Speaker **Janeshia Adams-Ginyard** known for her role as Nomble in Marvel’s worldwide blockbuster **Black Panther** and sequel **Wakanda Forever**, Platinum-Producer & Grammy Winner, **KIZZO**, American Indian Singer/Actress **Shannon K**, and more. Indie Artists will take the stage with musical performances. They include **AyseDeniz Gokcin**, **Sierra Miles**, **Presley Aronson**, **Animal Sun**, and others.

Nominees from several states and countries will attend the gala. To make the most of their time in Hollywood, visiting artists can attend HIMA “satellite” events such as the PRODUCTION TO PLACEMENT (P2P) panel and presentation on Wednesday, August 16<sup>th</sup>. Music libraries, music supervisors, and other music industry professionals will be participating in these educational modules, as well as attending the main show event. P2P tickets [HERE](#) (see Add-On ticket)

The HIMA provides career-building services, resources, and valuable opportunities extending beyond the scope of most award programs. An annual HIMA membership includes direct contact with the [HIMA ProTeam](#), a hand-picked group of music business professionals with specific skill sets including licensing, marketing, recording, and brand development. The HIMA also books fully paid performances (no “pay-to-play” gigs) in and around the greater Los Angeles area. There is no fee to submit a live booking form for consideration.

***Tickets to the Hollywood Independent Music Awards are now available [HERE](#)***

**For Press Credentials or Story Opportunities Please contact Reyna Trevino or Carlos Perez at (818) 302-0030 or via email: [reyna@trevinoenterprises.net](mailto:reyna@trevinoenterprises.net) [carlosp@trevinoenterprises.net](mailto:carlosp@trevinoenterprises.net)**

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