

## THE BeBop CHANNEL: FIRST PERFORMING ARTIST/JAZZ PLATFORM GOES PUBLIC

*Turning Arts Patrons Into Investors, The BeBop Channel Goes Public Disrupting Non-Profit Models.*

New York, Feb 28, 2022 / OTC Disclosure & News Service / - The BeBop Channel Corporation ([OTC Pink:BBOP](#)) has departed - in a significant way - from the traditional manner in which arts organizations fund their operations i.e., through charitable donations.

The company has instead listed its shares on the public market, providing donors and patrons an opportunity to invest and potentially profit from its arts activities, attempting to change the stigma and frustration of an often one-way solicitatory relationship.

'BeBop' ([BeBopGo.io](#)), a first of its kind television, marketplace, and live events platform for jazz, dance and theatre, became listed in the OTC Pink Current tier as of Monday, February 28, 2022 under the symbol [BBOP](#).

The company's CEO is famed DC journalist, impresario, and editor-at-large at [The Hill](#), Steve Clemons. The other executives are non-profit exec and co-founder Sue Veres Royal as COO and her husband, renowned jazz musician and co-founder, [Gregory Charles Royal](#) as SVP and Artistic Director.

Royal, himself a past performer in Broadway's *Five Guys Named Moe* and *The Duke Ellington Orchestra*, says that with respect to the company's pivot to the capital markets: "Why shouldn't the arts partake in our modern financial system as a legitimate business activity when the arts not only generate billions in revenue worldwide, but they also contribute so much to people's daily lives in tons of ways we don't even think about?"

Philip Morris International ([NYSE:PM](#)) is a major advertiser with a \$350,000 media buy and has branded its *Creative Conversations Around the World* campaign with the company.

BeBop, which bills itself as a "Global City for the Arts", has a television/film channel available on the major Smart TV apps such as ROKU, Apple TV and FireTV and will produce live jazz, dance and theatre events and festivals. It also has a directory for arts organizations' products and services and a developing rewards program called *BeBop Bucs*.

The company is also currently in production of its Off-Broadway musical *God Doesn't Mean You Get to Live Forever* launching this summer, which is an interactive musical that showcases jazz, dance and gospel components.

"BeBop is a 21st century approach to connect artistic opportunity and live audiences around the world", says Sue Veres Royal.

BeBop, for example, paid it's global filmmakers in company stock to showcase over 650 films on the platform through 2023 to reach, as it says "from Harlem to Helsinki", in an effort to merge geographic borders through artistic expression.

Clemons explains that “we want BeBop to be the 'Huff Post' for the arts” and was instrumental in bringing on Phillip Morris as an advertiser.

Veres Royal adds, “we hope that our model will inspire other organizations to take this path in an effort to normalize the concept that arts organizations should be perceived as normal businesses and yes, that includes going public”.

Source: The BeBop Channel Corporation

Contact: Gregory Charles Royal [submit@beboptv.com](mailto:submit@beboptv.com) (202) 302-6703

Corporate website: [beboptv.com](http://beboptv.com)