



## For Immediate Release

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## 5<sup>th</sup> Annual Night Circus: A District NYE Spectacular Returns. Headliners Announced.

FAYETTEVILLE, NC – The City of Fayetteville and Cool Spring Downtown District are pleased to announce the return of ***A District New Year's Eve Spectacular*** for its fifth year, held in Festival Park (335 Ray Ave) on Wednesday, December 31 from 7:30PM-12:30AM. This year, organizers are excited to bring three touring acts to the District's New Year's celebration – Bubba Sparxxx, Yung Joc, and headliners, 702.

Bubba Sparxxx, born Warren Anderson Mathis, is an American rapper from LaGrange, Georgia, known for blending hip-hop with country influences. He gained mainstream success with his 2001 debut album, *Dark Days, Bright Nights* was released by Interscope Records, featuring production from Timbaland and Organized Noize. It debuted at #3 on the Billboard 200; the album's lead single, "Ugly," became a major hit. He followed up with *Deliverance* in 2003, and his third album, *The Charm*, was released under OutKast's Purple Ribbon Label through Virgin Records. His 2006 album, *The Charm*, featured notable hit "Ms. New Booty".

Yung Joc (born Jasiel Amon Robinson) is an American rapper best known for his 2006 hit single "It's Goin' Down". His father helped him get his start by having him write a jingle for Revlon. He then created his own label, Mastermind, before signing with Bad Boy South and Block Entertainment. He rose to fame with his 2006 single "It's Goin' Down" which became a major hit, peaking at number three on the Billboard Hot 100. This led to his debut album, *New Joc City*, which was certified platinum. His second album, *Hustlenomics*, was released in 2007 and also peaked at number three on the Billboard 200. He has since released other albums, including *Mr. Robinson's Neighborhood* in 2017. He is also known for his appearance on T-Pain's hit song "Buy U a Drank". In addition to his music career, he has become a television personality, notably on *Love & Hip Hop: Atlanta*, and a radio host.

R&B group, 702, was formed in Las Vegas, Nevada, taking its name from the city's area code. The most recognized lineup consisted of sisters Irish and LeMisha Grinstead and Kameelah "Meelah" Williams. After being discovered by Michael Bivins, the group was signed to Biv 10 Records and given the name, 702. Their debut album, *No Doubt* (1996), featured hits like "Steelo" and "Get It Together" and was certified Gold. The group's self-titled album, *702* (1999), included their biggest hit, "Where My Girls At?," which reached the top five on the Billboard Hot 100. After releasing their third album, *Star*, in 2003, the group disbanded in 2006 but later reunited for performances, including the 2017 Soul Train Music Awards.

Along with these powerhouse headliners, the District NYE Spectacular will feature several other local bands heating up the District Vibe @ NYE stage, electric DJ dance sets along with festive food trucks and libations, children's activities, and more in an atmosphere alive with color, lights, sounds, and entertaining performances. Lastly at midnight, as we transition from 2025 to 2026, organizers will raise our custom-designed, radiant, 18ft multi-colored NYE star that is a symbol of the City of Fayetteville into the sky, illuminated by a spectacular burst of fireworks, as our community rings in the New Year together.

Cool Spring Downtown District curates and hosts the Night Circus NYE Spectacular on behalf of the City of Fayetteville. Current sponsors for this year's celebration at the time of this release include the City of Fayetteville, ABC11, Healy Wholesale, and the Public Works Commission. Additional sponsorships are pending. Organizations and individuals interested in becoming a sponsor should contact Ashanti Bennett, President/CEO of Cool Spring Downtown District at (910) 223-1089 or [Ashanti@CoolSpringFay.org](mailto:Ashanti@CoolSpringFay.org). If you are interested in becoming a volunteer, please contact [info@coolspringfay.org](mailto:info@coolspringfay.org). Be sure to follow Cool Spring Downtown District and Downtown Fayetteville on Facebook and Instagram for upcoming announcements and additional information.

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### **About the Organizers:**

***The City of Fayetteville*** is a dynamic, culturally rich community committed to high performance, transparency and innovation. Directly adjacent to Fort Liberty, Fayetteville is home to more than 25,000 veterans and nearly 210,000 residents. The mission of the City of Fayetteville is to provide sustainable, high-quality public services for our communities to thrive and businesses to grow. With creative energy, vibrant history and compassionate people, Fayetteville always finds a way. That's why we are America's Can-Do City. To learn more about the City of Fayetteville departments or services, please visit our website at [fayettevillenc.gov](http://fayettevillenc.gov) and be sure to follow us on [Facebook](#), [Instagram](#), [X](#) or [LinkedIn](#).

***Cool Spring Downtown District, Inc.*** is a charitable, nonprofit corporation formed in 2017 to create and sustain an arts and entertainment district located in downtown Fayetteville, North Carolina, as a vibrant center of artistic, cultural, civic, and commercial activity. For more information on this and other events organized by CSDD, visit our website at: [visitdowntownfayetteville.com](http://visitdowntownfayetteville.com) and be sure to follow us on Facebook or Instagram.