

MUSIC. PURPOSE. LEGACY.



BLACK VESSEL
— RECORDS —

MALIE

Official Media Kit

**COMMUNITY ANTHEMS.
REAL STORIES.
REAL IMPACT.**

From the streets of Paterson to the heart of Norfolk, Malie turns lived experience into powerful music that uplifts, inspires, and ignites change.



SCAN QR CODE TO REGISTER
OR VISIT EVENTBRITE

IT'S MALIE LISTENING PARTY

EXCLUSIVE EVENT



AUGUST 17, 2026



7:00PM – 9:30PM



**BOSS QUEEN SOUL CAFE
NORFOLK, VA**



LIVE PREVIEW
OF NEW MUSIC



SPECIAL
GUESTS



Q&A



GOOD MUSIC



COMMUNITY
CONNECTION

Connect. Follow. Be Part of the Movement.



@communityofunitedfocus



www.communityofunitedfocus.org

A new sound. A new chapter.

A movement for the people.

REAL STORIES. REAL PEOPLE. REAL CHANGE.

BLACK VESSEL RECORDS
IT'S MALIE PR & MEDIA PACKAGE

Prepared for media outreach, editorial coverage, radio, blogs, and community partners.

FOR IMMEDIATE RELEASE

From Paterson to Norfolk, Malie Blends Hip-Hop and Community Advocacy Ahead of Aug. 17 Listening Party

The community leader and independent artist introduces music rooted in resilience, healing, and the lived experiences of everyday people.

NORFOLK, Va. - Aug. 4, 2026 - Community leader and hip-hop artist Malie is bringing a purpose-driven sound to Norfolk with music that pairs raw lyrical realism with messages of resilience, healing and collective progress.

Originally from Paterson, New Jersey, and now connected to the Norfolk community, Malie draws from the realities of neighborhood life, family, perseverance and personal growth. He describes his music as a collection of community anthems - songs created not only to be heard, but to reflect on the people and experiences that often go unseen.

Listeners, community leaders and members of the media are invited to experience the project during the It's Malie Listening Party on Monday, Aug. 17, 2026, from 7 to 9:30 p.m. at Boss Queen Soul Cafe in Norfolk. The event will offer an advance listen to the new music before its release on major streaming platforms, along with conversation and opportunities to connect around the project's themes.

The project expands Malie's work as both an artist and advocate. His songs confront difficult realities without surrendering to them, emphasizing accountability, hope, peace and the power of community. Through Black Vessel Records, Malie is building a platform where music, purpose, and legacy move together.

The listening party is open to supporters, media representatives, community organizations, and music professionals. Advance registration is available through Eventbrite.

EVENT DETAILS

- Event: It's Malie Listening Party
- Date: Monday, Aug. 17, 2026
- Time: 7-9:30 p.m.
- Location: Boss Queen Soul Cafe, Norfolk, Virginia
- Registration: [Eventbrite ticket page](#)

ABOUT MALIE

Malie is a hip-hop artist and community leader whose music transforms lived experience into community-centered art. Rooted in Paterson, New Jersey, and shaped by his work in Norfolk, Virginia, he creates music focused on resilience, accountability, healing, family and hope.

MEDIA CONTACT

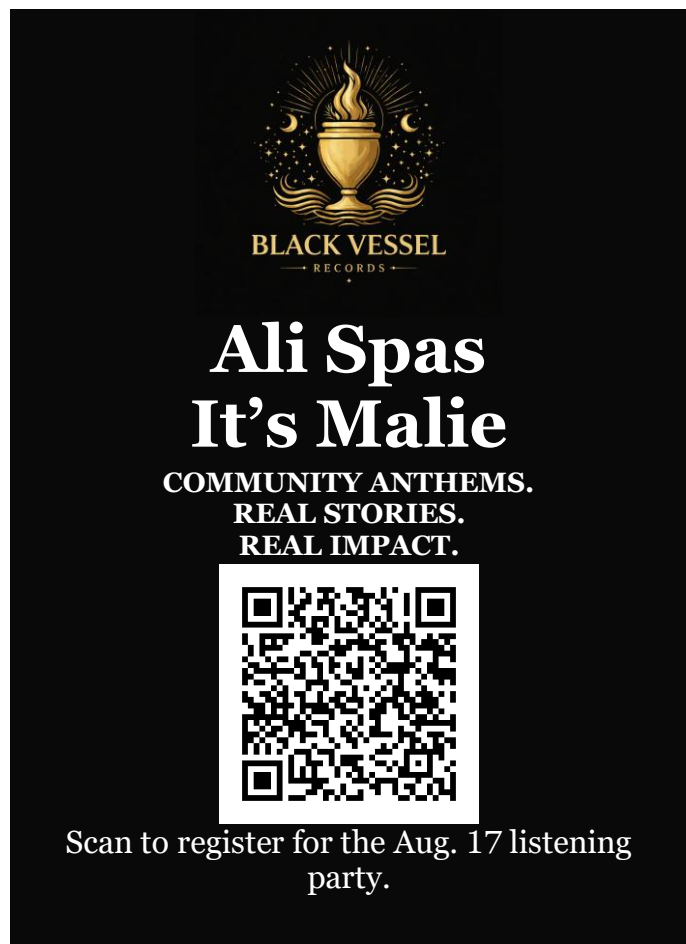
Black Vessel Records

blackvesselrecords@gmail.com

757-589-9938

Instagram: @communityofunitedfocus

Website: www.communityofunitedfocus.org



ARTIST

Ali Spas It's Malie

GENRE

Hip-hop | Conscious Rap | Community Anthems

ORIGIN

Paterson, New Jersey

CURRENT MARKET

Norfolk / Hampton Roads, Virginia

LABEL

Black Vessel Records

PROJECT

It's Malie

CORE THEMES

Resilience, healing, accountability, family, hope and community impact

LISTENING PARTY

Monday, Aug. 17, 2026 | 7-9:30 p.m.

VENUE

Boss Queen Soul Cafe, Norfolk, Virginia

MEDIA OPPORTUNITIES

Artist interviews, event coverage, community-impact features, radio conversations and music previews

INSTAGRAM

@communityofunitedfocus

WEBSITE

www.communityofunitedfocus.org

CONTACT

blackvesselrecords@gmail.com | 757-589-9938

BIO

Malie is a hip-hop artist, storyteller, and community leader whose music is rooted in real life. From Paterson, New Jersey, to Norfolk, Virginia, his journey has placed him close to the stories that shape neighborhoods: struggle and survival, family and responsibility, violence and healing, disappointment and renewed hope.

Rather than separating his artistry from his community work, Malie brings the two together. His songs are built from lived experience and designed to speak to people who recognize themselves in the details. The result is a sound he frames as the community anthem - music that can carry the energy of the block while still asking listeners to reflect, grow and imagine something better.

Malie's writing is direct, intentional, and grounded. He does not avoid difficult subjects, but he refuses to let pain have the final word. His music explores the weight of community violence, the discipline required to remain calm in chaos, the responsibility of protecting the next generation, and the importance of holding on to purpose when circumstances make that difficult.

His move from Paterson to Norfolk broadened both his perspective and his platform. In Norfolk, Malie has continued building relationships through community advocacy while developing music that reflects the shared realities of cities across the country. The geographic shift did not erase his roots; it gave him another community to listen to, learn from, and represent.

Through Black Vessel Records, Malie is establishing an independent creative home built around music, purpose and legacy. The label's vision reflects his belief that art can entertain while still serving people. Each release is part of a larger effort to create meaningful cultural work, strengthen community connection, and amplify stories that deserve to be heard.

The It's Malie project introduces this vision to a wider audience. Ahead of its release on major streaming platforms, Malie will host an exclusive listening party Aug. 17, 2026, at Boss Queen Soul Cafe in Norfolk. The event invites listeners, media and community partners to experience the music in the environment that inspired it: among the people.

For Malie, success is not measured only in streams or applause. It is also measured in whether a song helps someone feel seen, whether a message creates conversation, and whether the music leaves behind something useful. His goal is clear: to make timeless hip-hop that tells the truth, uplifts the community and creates a legacy bigger than the artist himself.

FULL MEDIA OUTREACH EMAIL

PRIMARY SUBJECT LINE

Paterson-to-Norfolk Artist Malie Introduces Community Anthems Ahead of Aug. 17 Listening Party

ALTERNATE SUBJECT LINES

- Interview Opportunity: Malie Connects Hip-Hop, Healing and Community Impact
- Norfolk Listening Party Offers First Look at Malie's Purpose-Driven Hip-Hop Project
- Story Idea: Independent Artist Turns Lived Experience into Community Anthems

Hello [Name],

I am reaching out on behalf of Black Vessel Records to introduce Malie, a community leader and hip-hop artist whose music connects raw storytelling with resilience, healing and neighborhood advocacy.

Originally from Paterson, New Jersey, and now connected to the Norfolk community, Malie creates what he calls community anthems - records shaped by lived experience and written to reflect people whose stories are often overlooked.

On Monday, Aug. 17, 2026, Malie will host the It's Malie Listening Party from 7 to 9:30 p.m. at Boss Queen Soul Cafe in Norfolk. The event will offer an advance listen to his newly released project out on major streaming platforms.

We would be honored to explore coverage with [Outlet Name], including an artist interview, event preview, community-impact feature, radio conversation, or on-site coverage. The attached media kit includes the press release, artist biography, event details, and media contact information.

Event registration: <https://www.eventbrite.com/e/its-malie-listening-party-tickets-1996637656980>

Thank you for your consideration. I would be glad to coordinate an interview or provide additional media assets.

Best,
Black Vessel Records
blackvesselrecords@gmail.com
757-589-9938

SOCIAL MEDIA OUTREACH

INSTAGRAM / FACEBOOK - MAIN ANNOUNCEMENT

From Paterson to Norfolk, Malie is turning lived experience into community anthems. Join us for the It's Malie Listening Party and hear a powerful new project rooted in resilience, healing, accountability and hope before it reaches major streaming platforms.

Monday, Aug. 17, 2026 | 7-9:30 p.m.
Boss Queen Soul Cafe | Norfolk, VA

Register through the link in bio or Eventbrite.

#ItsMalie #Malie #BlackVesselRecords #CommunityAnthems #NorfolkMusic #VirginiaHipHop
#PurposeDrivenMusic #ListeningParty

INSTAGRAM - SHORT CAPTION

Real stories. Real people. Real impact. Experience It's Malie before the official release. Aug. 17 | 7-9:30 p.m. | Boss Queen Soul Cafe, Norfolk. Register now through Eventbrite. #ItsMalie #CommunityAnthems

FACEBOOK EVENT POST

Norfolk, we are bringing the music to the community first. Join Malie and Black Vessel Records for an exclusive listening experience featuring new music, meaningful conversation and community connection. Doors open for the It's Malie Listening Party on Monday, Aug. 17, from 7 to 9:30 p.m. at Boss Queen Soul Cafe in Norfolk. Reserve your place through Eventbrite.

LINKEDIN ANNOUNCEMENT

Music can entertain; document lived experience and strengthen community connections. Black Vessel Records is proud to present the It's Malie Listening Party on Aug. 17, 2026, at Boss Queen Soul Cafe in Norfolk. Malie's newly released project connects hip-hop storytelling with themes of resilience, healing, accountability, and hope. Media professionals, community partners, and supporters are invited to attend and experience the project before its wider release.

X / THREADS

Paterson-born, Norfolk-connected artist Malie is introducing a new project built around community anthems: real stories, resilience and hope. Listening party: Aug. 17, 7-9:30 p.m., Boss Queen Soul Cafe, Norfolk.
#ItsMalie #NorfolkMusic

48-HOUR REMINDER

Two days away. Join us Monday night for the It's Malie Listening Party - an exclusive first listen to music created for the people and inspired by real life. Aug. 17 | 7-9:30 p.m. | Boss Queen Soul Cafe, Norfolk.

DAY-OF POST

Tonight, the community hears it first. It's Malie Listening Party begins at 7 p.m. at Boss Queen Soul Cafe in Norfolk. Come for the music. Stay for the message, conversation, and connection.

POST-EVENT THANK-YOU

Thank you to everyone who joined us for the It's Malie Listening Party. Your energy, conversation, and support made the night meaningful. This project was created with the community in mind, and we are grateful you experienced it with us first. More from Malie and Black Vessel Records is coming soon.

PRESS, INTERVIEWS & COVERAGE

SUGGESTED MEDIA ANGLES

- From Paterson to Norfolk: how place and community shaped Malie's voice
- The community anthem as a purpose-driven lane within hip-hop
- Independent music as a platform for neighborhood storytelling
- The intersection of community advocacy, healing and creative expression
- Building Black Vessel Records around music, purpose and legacy

SUGGESTED INTERVIEW QUESTIONS

1. What does the phrase "community anthem" mean to you?
2. How did growing up in Paterson shape your writing and perspective?
3. What did Norfolk add to your story and creative direction?
4. How do you balance difficult realities with messages of hope?
5. Why was it important to let the community hear this project first?
6. What do you want listeners to carry away from It's Malie?
7. What is the long-term vision for Black Vessel Records?