



P.O. Box 685289 | Austin, Texas | 78768  
T: 512.467.7979 | F: 512.451.0754

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PRESS RELEASE  
FOR IMMEDIATE RELEASE

**First Lady Michelle Obama's Keynote to include Special Guests  
Missy Elliott, Diane Warren, Sophia Bush, and Queen Latifah**

March 14, 2016 - Austin, Texas - South by Southwest® (SXSW®) is honored to announce that the First Lady Michelle Obama's Opening Keynote will feature Missy Elliott, Diane Warren, and Sophia Bush, and will be moderated by Queen Latifah. This special presentation will be held on Wednesday, March 16 at 11:00 a.m. in Ballroom D of the Austin Convention Center and will be co-presented by AOL Makers.

This powerhouse group of women bring their collective years of experience to the table for a dialogue on finding one's passion, music, and the importance of girls' education everywhere. The First Lady will also be highlighting the Obama Administration's [Let Girls Learn](#) initiative, which aims to break barriers for the 62 million girls around the world who are not in school today, more than half of whom are adolescent.

First Lady Michelle Obama's Keynote at SXSW 2016 will be a landmark event that SXSW is proud to be hosting in its 30th year. SXSW Music brings the global music industry together and offers the perfect platform for the First Lady's call to action to support girls' education.

Halle and Chloe Bailey will provide the opening music. The two sisters have been performing together since their YouTube cover of "Pretty Hurts" went viral in 2013. The pair are signed to Beyoncé's management company, Parkwood Entertainment.

This event is open to Music, Film, Gold, and Platinum badges, along with Artist Wristbands. It will also be live-streamed starting at 11:00 a.m. CDT at [sxsw.com/live](http://sxsw.com/live) and at AOL's [MAKERS](#) site.

AOL'S MAKERS will announce during the Keynote how they are taking action to help the First Lady raise awareness around Let Girls Learn.

The South by Southwest® (SXSW®) Conferences & Festivals offer the unique industry convergence of music, film, and emerging technologies. Fostering creative and professional growth, SXSW is the premier destination for discovery. The event is a launch pad for innovative content with new media presentations, music showcases and film screenings providing exposure for creators and compelling entertainment for attendees. SXSW 2016 takes place March 11-20 in Austin, TX. For more information, please visit [<http://www.sxsw.com>].

SXSW 2016 is sponsored by Esurance, Mazda, Monster Energy, Capital One, Bud Light, McDonald's, Sonicbids, Pandora, Marriott, and The Austin Chronicle

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**About AOL MAKERS**

MAKERS is a global women's leadership platform that highlights the stories of groundbreaking women today to create the leaders of tomorrow — it is the largest collection of women's stories ever assembled. MAKERS encompasses broadcast documentaries, web and mobile-first video content, and live events. Today, MAKERS.com features over 3,000 videos and the stories of more than 300 women.

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#### About Let Girls Learn

Let Girls Learn is a U.S. government-wide initiative launched by the President and First Lady Michelle Obama that seeks to help the more than 62 million girls around the world who are not in school – half of whom are adolescent – go to school and stay in school. A key part of Let Girls Learn is to encourage and support community-led solutions to reduce barriers that prevent adolescent girls from completing their education. To take action and learn more, visit [letgirlslearn.gov](http://letgirlslearn.gov).

#### Press Contact:

Elizabeth Derczo, SXSW Music  
musicpress@sxsw.com  
512 467-7979

Please note: An advisory from the White House will go out today regarding credentialing for the First Lady's Keynote.

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