

Kendrick Lamar To Headline the 2025 Super Bowl Halftime Show

Bringing Hip Hop to the NFL's Championship Game

(AP) — Kendrick Lamar will pop out on the NFL's biggest stage next year: The Grammy winner will headline the Apple Music Super Bowl Halftime Show in New Orleans.

The NFL, Apple Music and Roc Nation announced Sunday that Lamar would lead the halftime festivities from the Caesars Superdome on Feb. 9. The rap megastar, who has won 17 Grammys, said he's looking forward to bringing hip-hop to the NFL's championship game, where he performed as a guest artist with Dr. Dre, Snoop Dogg, Mary J. Blige, 50 Cent and Eminem in 2022.

"Rap music is still the most impactful genre to date," Lamar said in a statement. "And I'll be there



Kendrick Lamar arrives at the MTV Video Music Awards, on Aug. 27, 2017, in Inglewood, Calif. (Photo by Chris Pizzello/Invision/AP, File)

to remind the world why. They got the right one."

Lamar, 37, has experienced massive success since his debut album "good kid, m.A.A.d city" in 2012. Since then, he's accumulated 17 Grammy wins and became the first non-classical, non-jazz

musician to win a Pulitzer Prize for his 2017 album "DAMN."

The rapper's latest album "Mr. Morale & The Big Steppers" was released in 2022. He was featured on the song "Like That" with Future and Metro Boomin on a track that spent three weeks at No. 1 on

the Billboard Hot 100 this year. He also scored another hit with "Not Like Us." In 2016, Lamar gave a stunning seven-minute performance of tracks such as "The Blacker the Berry" and "Alright" at the 58th Grammy Awards. Lamar dazzled as an opener two years later at the Grammys with a performance of "XXX."

In June, Lamar turned his Juneteenth "Pop Out" concert into a celebration of Los Angeles unity. It came on the heels of his rap battle with Drake during the three-hour concert featuring a mix of p-and-coming LA rappers and stars including Tyler, The Creator, Steve Lacy and YG.

Roc Nation founder Jay-Z called Lamar a "once-in-a-generation" artist and performer.

"His deep love for hip-hop and culture informs his artistic vision," Jay-Z said. "He has an unparalleled ability to define and influence culture globally. Kendrick's work transcends music, and his impact will be felt for

years to come." Roc Nation and Emmy-winning producer Jesse Collins will serve as co-executive producers of the halftime show. The creative direction of Lamar's performance will be provided by pgLang, a creative company founded by Lamar and Dave Free — who has previously directed the rapper's music videos.

"Time and time again, Kendrick has proven his unique ability to craft moments that resonate, redefine, and ultimately shake the very foundation of hip-hop," said Seth Dudowsky, the head of music at the NFL.

Last year, Usher shined with a star-studded show with guests including H.E.R., Jermaine Dupri, Lil Jon, Ludacris and Alicia Keys.

"The Apple Music Super Bowl Halftime Show is a celebration of the music we love and the incredible artists who make it, all on the world's biggest stage," said Oliver Schusser, the vice president of Apple Music and Beats.

James Earl Jones Dies at 93

Actor Known for Iconic Voice Roles

(AP) James Earl Jones, who overcame racial prejudice and a severe stutter to become a celebrated icon of stage and screen — eventually lending his deep, commanding voice to CNN, "The Lion King" and Darth Vader — has died. He was 93. His agent, Barry McPherson, confirmed Jones died Monday morning at home in New York's Hudson Valley region. The cause was not immediately clear.

The pioneering Jones, who in 1965 became one of the first African American actors in a continuing role on a daytime drama ("As the World Turns") and worked deep into his 80s, won two Emmys, a Golden Globe, two Tony Awards, a Grammy, the National Medal of Arts and the Kennedy Center Honors. He was also given an honorary Oscar and a special Tony for lifetime achievement. In 2022, a Broadway theater was renamed in his honor.



James Earl Jones arrives at the Tony Awards on June 12, 2016, in New York. (Photo by Charles Sykes/Invision/AP File)

He was also a sought-after voice actor, expressing the villainy of Darth Vader ("No, I am your father," commonly misremembered as "Luke, I am your father"), as well as the benign dignity of King Mufasa in both the 1994 and 2019

versions of Disney's "The Lion King" and announcing "This is CNN" during station breaks. He won a 1977 Grammy for his performance on the "Great American Documents" audio book. His legacy will live on forever.



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