



WE ARE FAMILY FOUNDATION

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**Nile Rodgers' We Are Family Foundation
Announces "The Creatives" on *Saturday Night Live***

**Michael Holman Art Ad Features Nile Rodgers & LE SSERAFIM's Hit Song "Unforgiven"
["The Creatives" Art Ad](#)**

NEW YORK, NY, February 5, 2024 – Music icon and philanthropist [Nile Rodgers](#), together with acclaimed filmmaker and Jean-Michel Basquiat collaborator, [Michael Holman](#), announced "The Creatives" in a new [30-second Art Ad](#) which aired on NBCUniversal's *Saturday Night Live* on February 3rd, with host Ayo Edebiri and musical guest Jennifer Lopez.

The Art Ad features footage from Holman's Super 8 film archives of the 70s/80s New York City art scene and showcases the 25 Creatives with the musical score provided by Rodgers and K-Pop sensation [LE SSERAFIM's](#) chart-topping hit song "[Unforgiven](#)". A true intergenerational collaboration of Creatives, highlighting the new Creatives.

"The Creatives" are [We Are Family Foundation's](#) (WAFF) new [Youth To The Front Fund](#) (YTTF) **Frontliners** committed to fighting systemic racism, inequality and injustice using their creative talents and expressions. Representing 26 countries on 5 continents and 9 states in the United States, they are artists, collectives, cultural storytellers and creative organizers using their voice and the power of art to address systemic injustice and shift narratives in local and global communities.

"Art and activism have always gone hand in hand. Art is our universal language. Artists and creatives are the truth-tellers, witnesses of culture and the voices of humanity who expose and push societies forward. That's activism at its best. Our new class of Frontliners are The Creatives of our time who are fighting racism, inequality and injustice through their artistic lens creating necessary change locally and globally. As a former Black Panther and an artist and activist myself, I am honored to be in the company of this next generation of truth-tellers." – **Nile Rodgers, Chairman & Co-Founder, WAFF**

"Unlike the usual TV advertisement, my 'Art Ads' are created to inspire, delight and feed the soul, and therefore, I am honored to collaborate on an Art Ad with Nile Rodgers for We Are Family Foundation's 'The Creatives,' that supports the power of creativity in the hands of young people, worldwide." – **Michael Holman**



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“The Creatives” dream, create and curate for local and global communities, shifting narratives, challenging historical erasure and underrepresentation, spearheading education equity, community engagement and freedom of speech, and using their voice and the power of art to advocate for LGBTQIA+ rights, climate protection, gender equity, social justice and more.

“The Creatives” are: [Amanda Kamanda](#) (Uganda, United Kingdom), [Atang Arnold](#) (Botswana), [Beats By Girlz Türkiye](#) (Turkey), [Charliese West](#) (USA/Louisiana), [Dena Igusti](#) (Indonesia, USA/New York), [Electrazie Rajab](#) (Malawi), [If You’re Feelin’ Civic](#) (Guatemala, Mexico, USA/Arizona), [Keith Dang](#) (Vietnam, Canada), [Kukily Colectivo](#) (Argentina, Brazil), [Laura Devia Lopez](#) (Colombia, Cuba), [Heartland Arts KC](#) (USA/Missouri), [Miles Iton](#) (Saint Vincent and the Grenadines, USA/Colorado), [Minor Act](#) (Cambodia), [Musila Munuve](#) (Kenya, USA/Texas), [Nguyễn Vu Nhu Quỳnh](#) (Vietnam), [Other Village People](#) (South Africa), [Petok Productions](#) (United Kingdom, Cyprus), [queerbeat](#) (India), [Renata do Canto dos Santos](#) (Brasília & Bahia regions, Brazil), [Squidpunk!](#) (USA/California, Liberia, Jamaica), [The Witnesses’ Literary Journal](#) (South Africa, Zambia, Lebanon), [Unapologetic Magazine](#) (Ireland), [Yetunde Sapp](#) (USA/New York), [Young Poets Workshops](#) (USA/Washington), [Zavia Jenkins](#) (USA/Florida).

About We Are Family Foundation

Co-founded by legendary musician Nile Rodgers and inspired by the power and true meaning of his song “We Are Family,” We Are Family Foundation (WAFF) is a not-for-profit organization whose mission is focused on bringing people together from different ethnicities, cultures and backgrounds. For more than a decade WAFF has been a leader in identifying, amplifying and supporting the actions and voices of youth leaders across the world who are actively and positively addressing critical global challenges.

About Youth To The Front Fund

We Are Family Foundation created the Youth To The Front Fund to support under-30-year-old BIPOC-centered youth activists, youth-led organizations, projects, innovations and creative solutions that are at the forefront of fighting systemic racism, inequality and injustice. “The Creatives” Frontliners work in the USA, and around the globe, is funded through generous contributions from our partners, EXCElerate Foundation, Sony Music, Walton Family Foundation and Warner Music Social Justice Fund / Blavatnik Family Foundation.

For more information visit wearefamilyfoundation.org