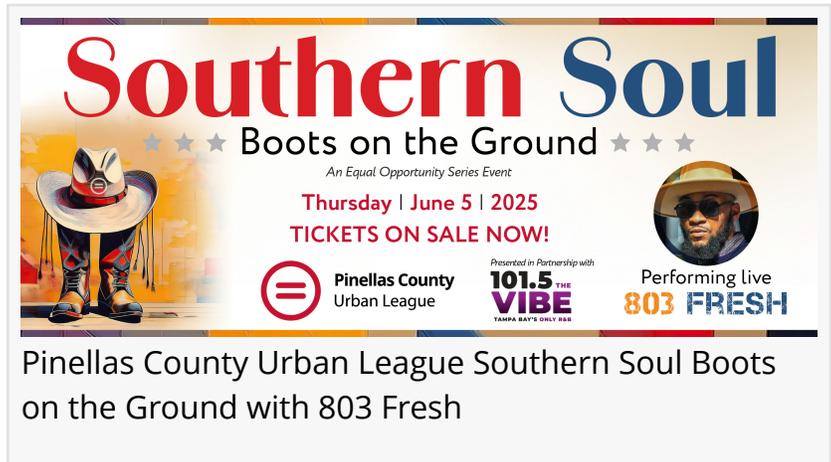


# PINELLAS COUNTY URBAN LEAGUE BRINGS VIRAL MUSIC SENSATION 803 FRESH-BOOTS ON THE GROUND TO TAMPA BAY

*Pinellas County Urban League Presents  
Southern Soul Boots on the Ground  
Benefit Concert Featuring Viral Music  
Sensation 803 Fresh*

ST. PETERSBURG, FL, UNITED STATES,  
May 20, 2025 /EINPresswire.com/ --  
Pinellas County Urban League (PCUL)  
proudly announces the Southern Soul  
Boots on the Ground- Equal  
Opportunity series concert, a high-  
energy celebration of culture and  
community featuring viral Southern Soul music sensation 803 Fresh. The event will be held on  
Thursday, June 5, from 5:30 PM to 9:00 PM at The Floridian Social, located at 687 Central Avenue  
in downtown St. Petersburg.



The poster features the title "Southern Soul" in large red and blue letters, with "Boots on the Ground" below it. It includes the date "Thursday | June 5 | 2025" and "TICKETS ON SALE NOW!". Logos for Pinellas County Urban League, 101.5 THE VIBE, and 803 FRESH are present. A circular portrait of 803 Fresh is on the right, and a cowboy boot is on the left.

Pinellas County Urban League Southern Soul Boots  
on the Ground with 803 Fresh

“

This event is about more than music—it’s an anthem to the movement in celebration of culture, connection, and the power of the collective. We’re excited to welcome 803 Fresh to the Tampa Bay region.”

*A. Nikki Gaskin-Capehart  
PCUL CEO*

803 Fresh has taken the nation and the Southern Soul music scene by storm with his electrifying performances and viral hit Boots on the Ground—recently added to Beyoncé’s Cowboy Carter Tour and poised to earn him a BET Award in just a few weeks. Now, he’s bringing that same magic to the heart of St. Pete. The night will also feature live music from The Beat Down Band and a local DJ, as 101.5 the Vibe on air personalities keep the energy high throughout the evening.

This concert is not only a community celebration of health and wellness but also a fundraiser supporting the essential programs and services provided by Pinellas County Urban League — from workforce development, entrepreneurship,

and education to housing, health, resiliency, and quality of life initiatives for all ages.

Tickets are on sale now! Purchase tickets at: [www.pcul.org/southernsoulconcert](http://www.pcul.org/southernsoulconcert)

To help attendees get dance-floor ready, free line-dancing classes are being offered every Wednesday in the month of May at both the Enoch Davis Center and Artz 4 Life Academy. Class times and details are available at [www.pcul.org](http://www.pcul.org).

“This event is about more than music — it’s an anthem to the movement in celebration of culture, connection, and the power of the collective,” said Nikki Gaskin-Capehart, President & CEO of the Pinellas County Urban League. “We’re so excited to welcome 803 Fresh to St. Pete and the Tampa Bay region and look forward to an unforgettable night.”

For media inquiries, interviews, or more information, please contact:  
Anysia McDowall, CFRE | [Media@PCUL.org](mailto:Media@PCUL.org)

#### ABOUT PINELLAS COUNTY URBAN LEAGUE:

Established in 1977 as a pre-employment center, Pinellas County Urban League has grown into a trusted advocate for job training, placement, and entrepreneurship. It serves as a hub for housing and community development and a leader in promoting health impact and quality of life.

The mission of the Pinellas County Urban League is to enable and empower African Americans and others who are underserved in our communities to achieve their highest human potential and secure economic self-reliance, parity, power, and civil rights. To learn more, visit [PCUL.org](http://PCUL.org)

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