Ja Rule, Ashanti Headline 102.3 The Beat’s Throwdown at H-E-B Center
- Tickets On Sale Friday at 10 a.m. -
- Special Guests include Ginuwine and Jagged Edge -

Austin, Texas (March 25, 2019) – 102.3 The Beat hosts multiplatinum artists Ja Rule and Ashanti for the 102.3 The Beat’s Throwdown on Saturday, May 18th at H-E-B Center at Cedar Park, with special guests Ginuwine and Jagged Edge.

Tickets go on sale Friday (3/29) at 10 a.m. CDT at Ticketmaster.com and the H-E-B Center box office.

Fans can expect to see classic duets like “Mesmerize,” “Down 4 U,” “The Inc,” “Always On Time,” which hit No. 1 on Billboard’s Hot 100 and a few others.

Fans of early '00s hip-hop and R&B probably can’t talk about Ja Rule without mentioning Ashanti. Ja Rule was the first to come into the limelight with a notable guest verse on Jay-Z's 1998 single “Can I Get A…” Soon after, the MC from Queens, New York, released his first major label solo album “Venni Vetti Veecci” in 1999, which produced the rapper’s first hit single “Holla Holla.”

Over the course of the next three albums (2000's “Rule 3:36,” 2001's “Pain is Love” and 2002's “The Last Temptation”), Ja Rule would release several Top 10 Billboard singles that came from fruitful collaborations, whether it was “Between Me and You” featuring Christina Milian, “Put It On Me” featuring Vita and Lil' Mo, or two collaborations with pop-star/actress Jennifer Lopez in the form of “I’m Real” and “Ain’t It Funny.”

However, many fans will probably agree that some of Ja Rule’s most memorable songs came courtesy of the collaborative chemistry he had with Ashanti. Another NYC-based artist, the two were labelmates under Irv Gotti’s Murder Inc. Records and her sweet hooks provided a unique contrast to his rough, growly delivery. In 2002, the two worked together on four Top 10 Billboard singles including “Always On Time” and later on other other hits like “Mesmerize” and “Wonderful.”

Ashanti’s sweetly melodic voice would also find its way onto other artists’ hit songs, like Fat Joe’s “What’s Luv?” in 2002 and would go on to release three platinum-selling solo albums (her Grammy-winning eponymous debut in 2001, “Chapter II” in 2003 and “Concrete Rose” in 2004) and hit singles like “Foolish,” “Rock Wit U (Aww Baby)” and “Rain On Me.”

For more information about the Cedar Park performance, please visit hebcenter.com.

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About H-E-B Center at Cedar Park
H-E-B Center at Cedar Park is a multi-use, city-owned, SMG managed entertainment facility that holds 6,863 seats for hockey, 7,200 for basketball and up to 8,700 for concerts and other events. The state-of-the-art arena has 24 suites (including four party suites) and 545 club seats with a private club lounge. The Center opened in September 2009 with George Strait and has gone on to host numerous events including Carrie Underwood, The Killers, Eric Church, Def Leppard, Ellie Goulding, Motley Crue, Tool, Disney on Ice, Cirque du Soleil, Ben Hur Shrine Circus, and many more.

H-E-B Center is located at the intersection of New Hope Drive and Toll Road 183-A in Cedar Park, Texas and is home of the AHL’s Texas Stars since the 2019-10 season, affiliate of the Dallas Stars. H-E-B Center has hosted the AHL Calder Cup Finals in 2010, 2014 and 2018, with the Stars winning the Calder Cup in 2014. The venue is also home to 2017-18 NBA G League Champion Austin Spurs, affiliate team of the NBA’s San Antonio Spurs. H-E-B Center hosted the 2012 NBA D-League Finals as well, with the Spurs capturing the 2012 D-League Championship. For more information, please visit www.HEBCenter.com or follow @HEBCenter on Facebook, Twitter, Instagram and Tumblr.

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