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THE NMD

ENTERTAINMENT

5TH ANNUAL

GOODING SARTS
FESTIVAL

Featuring

ZACARDI CORTEZ

SEMAJE

Raquel "Roque" Herring

Wilfredo

Huntsville Community Drumline

Charles & Tanya Harris

8 the DJ's House Live

Comedian Jeff Giant, Co-Host

nmdinc.org/gmaf







About the Event

Host: Dr. Frederick A. Whitlow II NMD, Inc. Founder & Executive Director

What started in 2021 as a safe outdoor gathering during the pandemic has grown into one of Huntsville's most beloved traditions—the Good Music & Arts Festival (GMAF). Hosted by No More Dirty, Inc., GMAF has become a citywide movement of unity, resilience, and clean entertainment.

From the launch of the NMD Entertainment Summit and community Gun Take Back Initiative to celebrating milestones like the 50th Anniversary of Hip-Hop, each year has built on the last—expanding its reach, talent, and impact.

Now celebrating its 5th year, GMAF25 continues to bring families, artists, and community leaders together through uplifting music, transformative dialogue, and purposeful action. The journey has been remarkable—and it's only just beginning.

Read the full article on pages 8-9.

TEAM NMD

EVENT & PROJECT LEAD

Dianne keeps everyone on track, managing logistics, follow-ups, and ensuring everything is completed for upcoming events (even Fred!).

COMMUNITY CHAPLAIN

Dr. Smith is dedicated to the fair treatment of all people, with a focus on supporting historically underrepresented populations and those facing discrimination.

OUTREACH ADMINISTRATOR

Juanita helps develop programs and coordinate events that meet diverse community needs, and she finds joy in seeing families achieve stability and the peace it brings.

DIGITAL CONSULTANT

Courtney is the digital designer who creates our primary marketing materials and advises the executive team on digital products and tech services to better serve the community.

SOCIAL MEDIA MANAGER

Tucker aims to change the narrative of social media for young people by showing how it can be a positive tool for connection rather than a negative influence.

COMMUNITY VOLUNTEER COORDINATOR

Passionate about helping others, Kenesha integrates volunteers into programs, ensuring their efforts align with our mission & that they are supported throughout their service.













Dr. Michael Smith



Minister Fred II

Feature Artist at the 5th Annual Good Music & Arts Festival







Zacardi Cortez

3x Stellar Award-Winning Gospel Artist
Feature Headliner at the 5th Annual Good Music & Arts Festival

Born in Houston, Texas in 1985, Zacardi Cortez grew up surrounded by gospel music and a deeply spiritual family that nurtured his passion for singing from a young age. Influenced by gospel legends such as Marvin Winans, John P. Kee, and Commissioned, Zacardi developed a distinctive sound that blends the heart of traditional gospel with the soul and energy of contemporary R&B. His early years performing with his family's group, The Cortez Singers, laid the foundation for what would become a groundbreaking career in gospel music.

Cortez first rose to national prominence as a featured member of James Fortune & FIYA, delivering unforgettable vocals on hits like *The Blood* and *I Believe*. His unique ability to combine vocal power with emotional depth quickly set him apart, earning him a reputation as one of gospel's most compelling young voices.

In 2012, Zacardi launched his solo career with the release of his debut album, *The Introduction*. The project showcased his versatility and featured the hit single *One More Time* with John P. Kee. His sophomore album, *Reloaded* (2014), became a breakout success, climbing into the Billboard Top 10 Gospel Albums chart and producing the fan-favorite 1 on 1. This soulful anthem solidified Cortez as a household name and earned him one of his three Stellar Awards, including *Male Vocalist of the Year*.

Cortez's subsequent projects, including Soul Survivor (2018) and Imprint Live in Memphis (2022), further expanded his reach. Imprint, recorded before a live audience, captured the raw passion and power of his performances, featuring both original songs and a stirring rendition of Oh How I Love Jesus. Known for his electrifying stage presence, Cortez's live shows connect deeply with audiences, leaving listeners uplifted and inspired.

His collaborative spirit has also led him to work with some of the most influential names in gospel, including Kirk Franklin, Fred Hammond, Tasha Cobbs Leonard, Lecrae, and Isaac Carree. These partnerships highlight not only his vocal range and versatility but also his ability to bring authenticity and conviction to any musical setting.

Over the course of his career, Cortez has earned multiple Stellar Awards and Grammy nominations, alongside a growing collection of Billboard-charting singles. His discography reflects an unwavering dedication to spreading messages of faith, hope, and perseverance through music. Songs like Let Your Power Fall and YDIA (You Did It Again) resonate as modern gospel anthems, touching audiences across generations and cultural lines.

Beyond his accolades, Zacardi Cortez is deeply committed to using his platform as a tool for transformation. His mission is to inspire listeners to hold on to faith through every trial, reminding them that triumph is possible even in the face of adversity.

At GMAF25, audiences will experience the full force of Cortez's artistry—soul-stirring vocals, heartfelt delivery, and a message that transcends entertainment. His presence as headliner reflects the spirit of the festival itself: clean, inspirational, and dedicated to uplifting the community through the power of music.



The Good Music and Arts Festival

Celebrating 5 Years of Unity, Resilience, and Transformation

Five years ago, in the midst of uncertainty and isolation, a vision was born: to create a safe, family-friendly festival that would unite the people of Huntsville through clean entertainment, cultural pride, and community connection. That vision became the Good Music & Arts Festival (GMAF), founded by Dr. Frederick Whitlow II and No More Dirty, Inc.

Year One - 2021: Hope in a Time of Crisis

The inaugural GMAF launched September 12, 2021, at Big Spring Park East, offering more than just entertainment—it offered hope. With the pandemic leaving families isolated and anxious, Dr. Whitlow prayed for a solution. The answer came in the form of a free outdoor festival with masks, water, snacks, and family-centered fun. Over 1,000 attendees gathered safely to enjoy uplifting performances, reconnect, and celebrate resilience. The overwhelming turnout proved that Huntsville needed more than an event—it needed a movement.

Year Two - 2022: Growth and Responsibility

The 2nd Annual Festival expanded its vision. On October 2, 2022, 24 artists, guest speakers, and headliner James Fortune electrified the stage. More importantly, GMAF introduced the NMD Entertainment Summit and Gun Take Back Initiative, addressing urgent issues like community violence and public safety. Held at the Bob Harrison Wellness & Advocacy Center, the Summit combined live music, panel discussions, and civic engagement. Huntsville witnessed that clean entertainment could also be a vehicle for social change.

Year Three – 2023: Celebrating Culture, Protecting Community

By its third year, GMAF had become a community staple. On October 1, 2023, more than 1,500 attendees celebrated the 50th Anniversary of Hip-Hop with 30 artists and headliners Small Fire, Denise Tichenor-Davis, and Chyna Whyte. Alongside the music, the Suicide Awareness & Gun Take Back Initiative returned, underscoring the festival's dual role as celebration and catalyst for healing. The blend of joy and advocacy elevated GMAF into something unique: a place where culture, safety, and community thrive together.



The Good Music and Arts Festival

Celebrating 5 Years of Unity, Resilience, and Transformation

Year Four – 2024: A Platform for Progress

The 4th Annual GMAF reinforced its mission to provide clean, inspirational entertainment while tackling real issues facing Huntsville families. From music and arts to resource access and community advocacy, the festival became not just a day of fun but a lifeline of empowerment. With every year, its message grew louder: unity, resilience, and transformation through clean culture.

Year Five - 2025: The Milestone Year

Now in its 5th year, GMAF25 arrives stronger than ever, in powerful partnership with the NMD Entertainment Summit. On October 5, 2025, at Big Spring Park West, we will gather for our biggest celebration yet, with a lineup that includes 3x Stellar Award-winning headliner Zacardi Cortez and inspiring panelists who will spark dialogue on issues impacting our communities.

This milestone year is more than an anniversary; it is a confirmation of purpose. What began as a response to crisis has become a beacon of clean entertainment, faith, and social impact. The Entertainment Summit now stands alongside the Festival as a cornerstone, giving a platform to conversations around economic growth, youth empowerment, and cultural preservation.

A Legacy of Unity

From handing out masks in 2021 to empowering thousands through music, art, and meaningful initiatives, GMAF has evolved into a movement of hope, healing, and action. It continues to transform Big Spring Park into a space where families gather, voices are heard, and the community rises together.

Thank You

We are deeply grateful to the sponsors, partners, performers, volunteers, and attendees who have helped write this five-year story. Together, we've built more than a festival—we've built a legacy. And as we step into GMAF25, we look ahead with faith and excitement, knowing the best is yet to come.



FEATURED **PROGRAMS**



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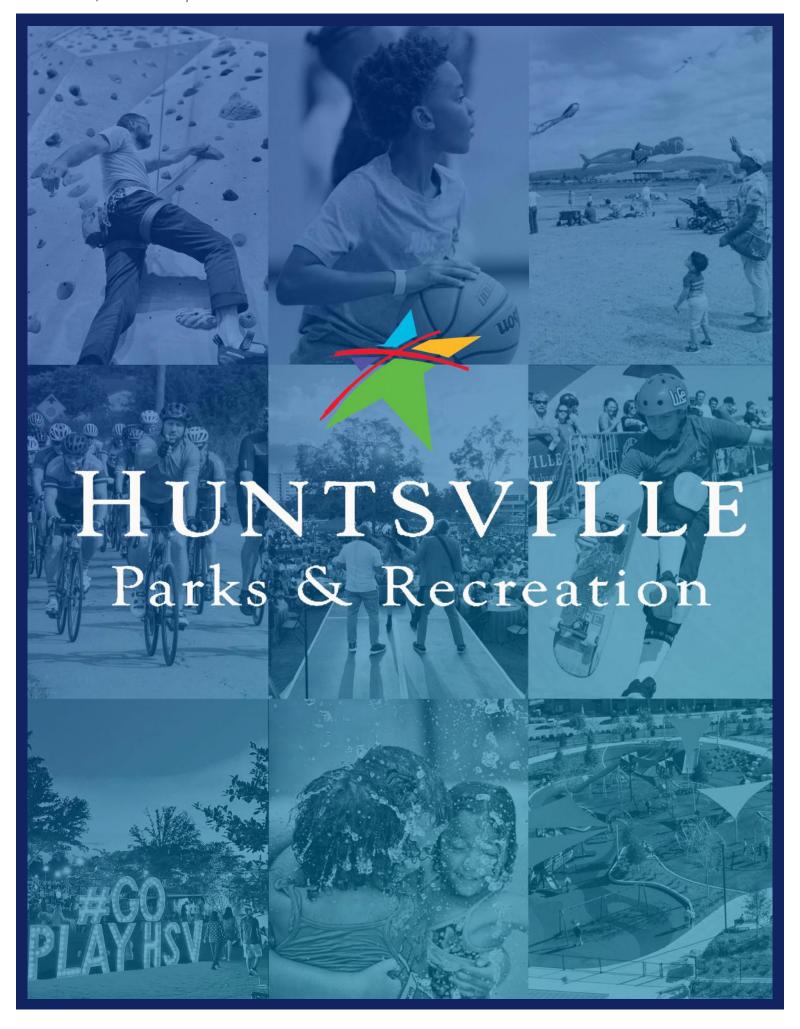






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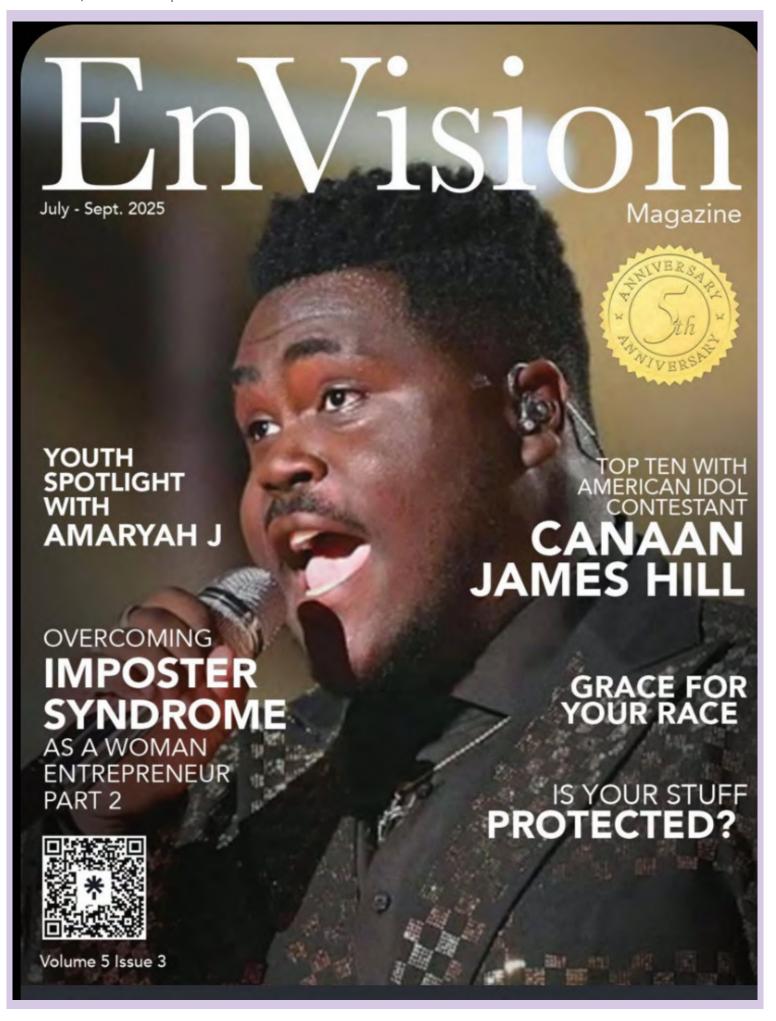




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LINEUP

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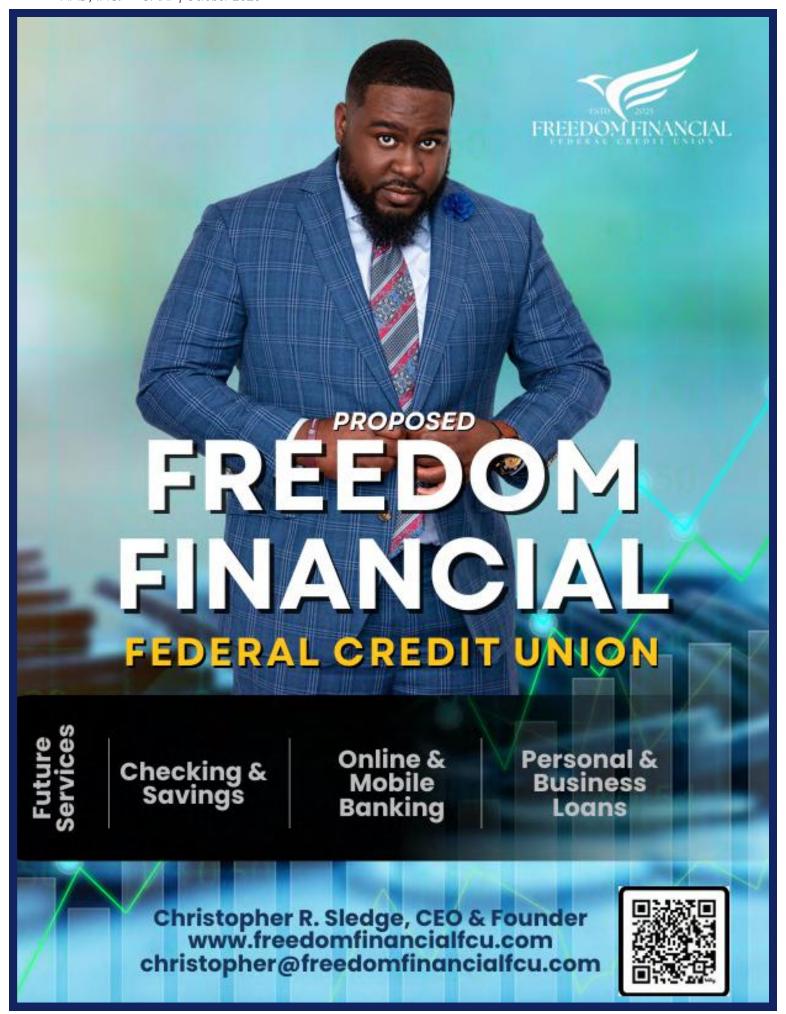
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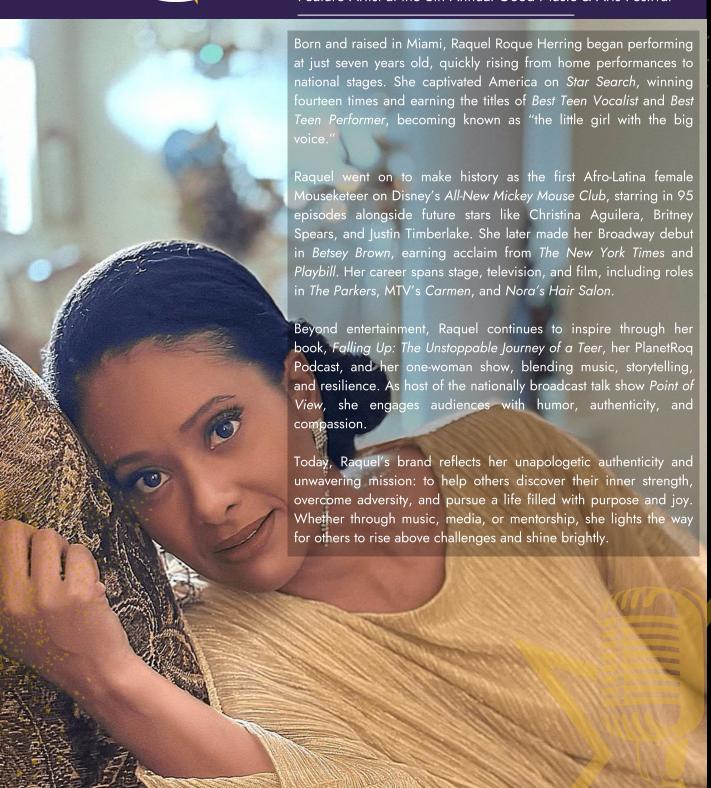




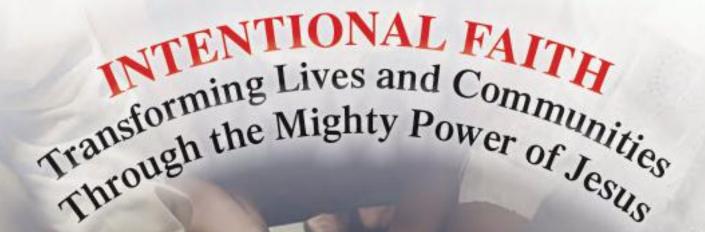


Raquel Roque Herring

Feature Artist at the 5th Annual Good Music & Arts Festival



GMAF | October 2025 NMD, INC.



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Wilfredo

Feature Artist at the 5th Annual Good Music & Arts Festival

Wilfredo Montalvo is a Puerto Rican rapper, singer, and songwriter whose artistry blends hip-hop, soul, reggaeton, and R&B into a powerful mix of storytelling, faith, and cultural depth. Bilingual and genre-fluid, his music bridges the sacred and the secular, weaving personal testimony with lyrical craft that resonates across audiences and generations.

Wilfredo's early years were spent in the reggaeton scene of Orlando and Lynn, Massachusetts, where he built his stage

Wilfredo's early years were spent in the reggaeton scene of Orlando and Lynn, Massachusetts, where he built his stage presence and honed his voice. Yet behind the performances, he wrestled with emptiness and disillusionment. A life-changing encounter with Christ redirected his path, leading him to pursue theology at Oakwood University. After an eight-year break from music, he returned with *Story of Redemption* (2019), a project that marked his recommissioning as an artist of faith and purpose.

In 2021, Wilfredo released *Bloomed in the Moonlight*, a deeply personal album dedicated to his late mother, Rosa M. Flores, which featured her voice and prayers. Most recently, his 2023 release, *Metanoia Vol. 1*, was praised for its emotional weight and theological richness, described by *Spectrum Magazine* as "a fusion of Ecclesiastes self-reflection and Pauline proclamation."

Beyond music, Wilfredo serves through ministry with nonprofits like S.A.L.T. Outreach, offering pastoral care to the unhoused. Whether performing at national festivals, leading worship for the overlooked, or speaking life into audiences, his mission is grounded in Acts 20:24—using his gifts to share the Good News of God's grace.

For Wilfredo, every lyric is more than art—it's testimony, a bridge between pain and purpose, faith and culture, reminding listeners that grace is tangible, transformative, and always within reach.







Charles & Tanya Harris

Feature Artist at the 5th Annual Good Music & Arts Festival





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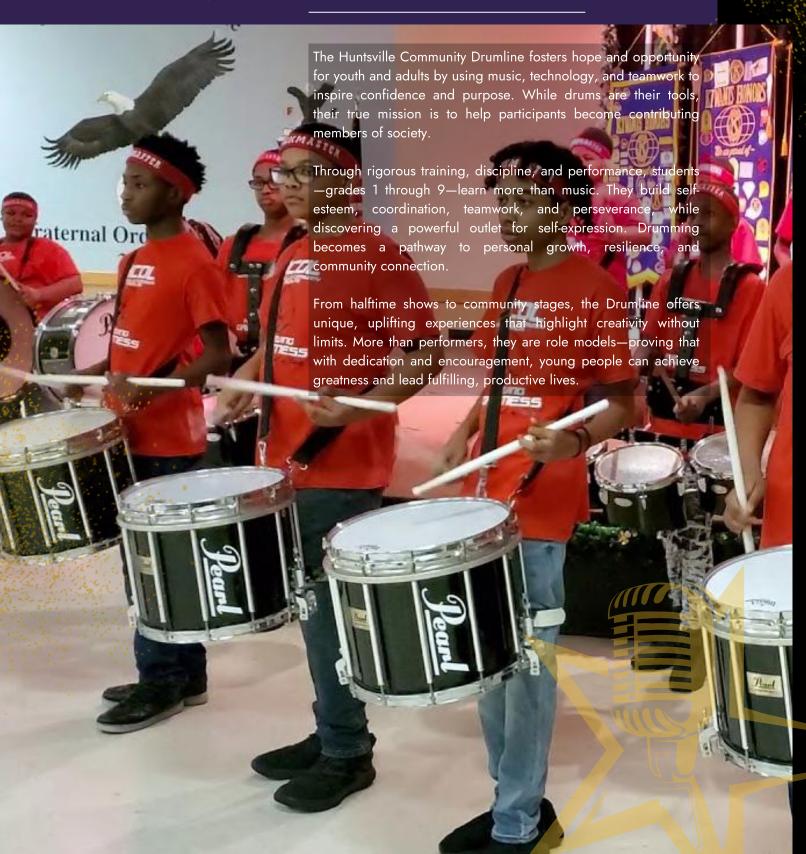
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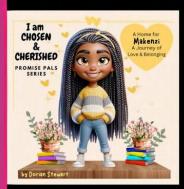
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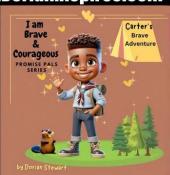
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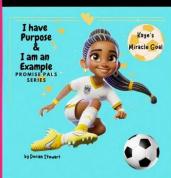
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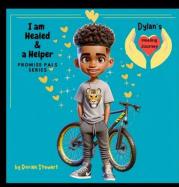
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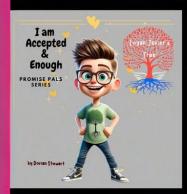


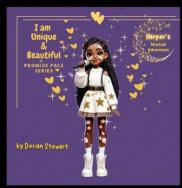


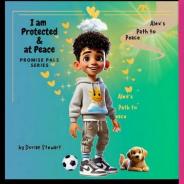


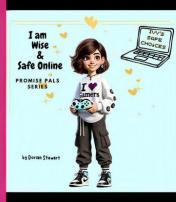




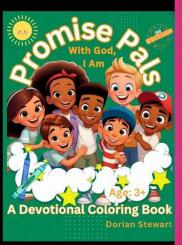














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