



More Info: Elizabeth Gourde
Communications and Public Relations Coordinator
EGourde@TheBigE.com
(413)205-5041

March 9, 2026

For Immediate Release

HIP-HOP LEGEND ICE CUBE TO HEADLINE THE BIG E ARENA, SATURDAY, OCTOBER 3
Tickets on sale Friday at 10 am

With just under 200 days until the return of **The Big E**, organizers have announced Hip-Hop icon **Ice Cube** as **the first act in the 2026 lineup**. He **will perform on Saturday, October 3**, at the Big E Arena, *sponsored by Truly Hard Seltzer*. **Tickets, which include Fair admission for the concert day, go on sale March 13 at 10 a.m. at TheBigE.com.**

A pioneering force in Hip-Hop, **Ice Cube** first gained fame with **N.W.A.** before launching a multi-platinum solo career. His influence extends across generations, with today's top hip-hop artists often citing him as an inspiration for both lyrical innovation and cultural impact. Many of the genre's current trends, from socially conscious storytelling to entrepreneurial artistry, can be traced back to his pathbreaking work. He has received some of the highest honors, such as a star on the Hollywood Walk of Fame, a handprint at TCL Chinese Theatre, and induction into the Rock and Roll Hall of Fame.

Beyond music, **Ice Cube** has built an influential career in film, television, and sports. Through his production company CubeVision, he produced the Oscar-nominated biopic *Straight Outta Compton*, while his film franchises, including *Friday*, *Barbershop*, *21 Jump Street*, and *Ride Along*, have collectively grossed more than \$1 billion worldwide. CubeVision also produced 50 episodes of the hit series *Hip Hop Squares* for VH1 and MTV. Audiences can expect his passion for cinematic storytelling and striking stage production to be felt throughout his live show.

Ice Cube also co-founded the groundbreaking professional basketball league, BIG3. The Naismith Memorial Basketball Hall of Fame recognized his influence on the sport by presenting him with the inaugural **Ice Cube Impact Award**, now named in his honor and awarded annually.

Ice Cube continues to create and perform at the highest level. He recently released two solo albums, *Man Down* (2024), which debuted in the Top 10, and *Man Up* (2025), through his independent label Lench Mob Records. He is also a founding member of **Mount Westmore**, which includes fellow West Coast phenoms **Snoop Dogg, E-40, and Too \$hort**.

For more information, visit IceCube.com or follow @IceCube on social media. Lock in your spot now before this show sells out!

UNEXPECT EVERYTHING
TheBigE.com



The Big E, presented by Eastern States Exposition, takes place September 18 through October 4, 2026. More information and tickets to Ice Cube at The Big E Arena can be found at TheBigE.com beginning Friday, March 13 at 10am.

- 30 -

About The Big E

The Big E is the only multi-state fair in North America, and it celebrates the rich history, culture and traditions of the six New England states. As the principal event of Eastern States Exposition, The Big E has presented the finest in agricultural, innovative, commercial, industrial and artistic developments, as well as the highest caliber of variety entertainment, to the people of the United States for more than a century. The 17-day event has grown and become the largest event on the East Coast, recognized as the fourth largest fair in North America by its recent record annual attendance of 1.6 million fairgoers and counting. Head to TheBigE.com or follow us on social media to see what all the buzz is about.



Above: Ice Cube, the multi-hyphenate music, film and sports legend, will perform at The Big E Arena Saturday, October 3, 2026.

UNEXPECT EVERYTHING
TheBigE.com

