



About Hip-Hop Against Gun & Gang Violence Week



Poverty and illiteracy are the root causes of Gun & Gang Violence.—Statistics show that 1 in 5 children under 18 live in poverty; 1.2 million drop out of school annually and take low paying jobs, apply for welfare, join a gang, sell drugs and/or live a life surrounded by crime, gun and gang violence. The Hip-Hop Against Gun & Gang Violence Week *Campaign and 7 E's 4 Power Tour* are proactive approaches that use the influence of the Hip-Hop Culture to end Gun & Gang violence.

A week before Memorial Day Weekend (the unofficial start of summer and a period when gun violence spikes), we will launch a grassroots campaign and global tour to help young citizens become more engaged in improving public safety. Activities will include: Time 2 Shine Talent Showcase, Rap 2 Bridge the Gap Initiative, Solution Summits, Daymond John Academy, Shark-A-Nomics 101, Community Ambassadors 4 Peace, Hip-Hop Book Club, films, gun buy-back events, celebrity PSAs, prize give-a-ways, contests, and tickets to entertainment & sports events.

When we launched the initiative many were skeptical, but according to NYPD data the campaign continues to be a huge success. Over a **96-hour Memorial Day Weekend period** there were *10 gun homicides* in 2011 compared to *6 in 2012* (a 40% reduction from 2012); there were *3 gun homicides in 2013* (a 50% reduction compared to 2012, and an amazing 70% reduction compared to 2011). Between **Memorial Day weekend & Labor Day** there were *111 gun homicides* in 2011 compared to *93 in 2012* (a 16.2% reduction). In 2013 there were *66 gun homicides* (a 29% reduction in comparison to 2012). Comparing 2011 to 2013, we see an unbelievable 40.5% reduction!

To address gun and gang violence it will take an innovative multi-faceted approach and we will continue to work hard to make the summer months safe for our children, youth and young adults. We are losing an entire generation to the senseless killings and it's time for an entire village to **"rise up"** and put out a fire that is out of control.

7 INITIATIVES TO HELP US ACHIEVE OUR GOALS

1. **"SOLUTION SUMMITS"** — We offer "Solution Summits" in Schools, Parks, Prisons, NYCHA developments and Community Centers to solicit ideas from participants on how to reduce gun and gang violence. Opportunities to work with celebrities along with sports & concert tickets and other incentives are prizes offered for the best ideas.
2. **"TIME 2 SHINE"** — Through this talent showcase initiative, we offer young talented citizens an opportunity to pursue their music and film dreams in the entertainment industry.
3. **"RAP 2 BRIDGE THE GAP"** — Participants can discuss their concerns regarding policies such as "Stop, Question and Frisk." They can also make recommendations as to how the community and law enforcement can work together to end gun and gang violence. Disputes between gangs, students and members of the community will also be addressed.
4. **"DAYMOND JOHN ACADEMY"** — Through this initiative Daymond John, star of the ABC hit TV show "Shark Tank" and founder of FUBU, will offer scholarships to deserving participants. Entrepreneurial and employment consultation will also be offered to help select participants succeed.
5. **"COMMUNITY AMBASSADORS FOR PEACE (CAP)"** — Through this initiative we teach participants how to put a CAP on disputes before they mushroom out of control. We train participants how to work with at-risk and disconnected youth, dropouts, gangs and formerly incarcerated citizens who may be a threat to public safety.
6. **"SHARK-A-NOMICS 101"** — Through this initiative we teach participants the basics of Financial Literacy and the art of starting their own business. Internship opportunities will be made available.
7. **HIP-HOP BOOK CLUB** — Through this initiative we enlighten participants about the power and importance of reading and academic success through the use of our Hot Hip-Hop Books.