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*For Immediate Release*

**HIP-HOP SUMMIT YOUTH COUNCIL SPONSORS**  
**2<sup>nd</sup> ANNUAL THREE KINGS DAY CELEBRATION!**

**NEW YORK**, January 28, 2008 – After last year’s launch of the Hip-Hop Summit Youth Council’s (HHSYC) **LATIN DIVISION** the organization followed up its initial success by hosting its 2<sup>nd</sup> annual Three Kings Day celebration in recognition of this important day for the Latin Community. The event, which was a huge success, was held at the De Ja Vu Lounge in the Bronx on Sunday, January 6, 2008. Over 500 youths were in attendance to enjoy performances and free gifts donated by sponsors such as **FUBU, USADrugPlan.com, KJR Sales, Mah’s Muzik, Dominoes Pizza, the NYPD Benevolence Association, NYC Commissioner Linares & the offices of the Bronx BP Carrion, Councilman Martinez and Senator Schneiderman.**

Also known as The Epiphany, Three Kings Day (Día de los Reyes) is a Christian celebration that commemorates the Biblical story of the three kings that followed the star of Bethlehem to bring gifts to Jesus. According to the Biblical story, the Three Kings – named Melchior, Caspar and Balthazar – presented the Baby Jesus with gifts of gold, frankincense and myrrh.

The Hip-Hop Summit Youth Council Latino was created to help Latino youths and young adults address issues such as Education, Employment, HIV/AIDS, Substance Abuse, Literacy, Economics, Politics, Voter registration, Guns and Gang Violence. Through our Business of Hip-Hop program we will provide training and consultation to aspiring Latin Artists, Labels, Managers and Producers that are looking to improve their skills and fulfill their dreams in the entertainment industry. The Latino Division is committed to teaching participants how to constructively use their time, talent and the Hip-Hop Culture to improve social, political and economic conditions in their school, home and community.

“Using the voice and influence of the Hip-Hop culture to assist Latin youths and young adults has been a part of our agenda since the historic 2003 Latin Hip-Hop Summit at Lehman College in the Bronx. Providing hope, opportunity and inspiration goes a long way towards helping young people achieve their goals in life. That is why it was important for me during this year’s event to inform the young Latin audience that the richest man in the world is no longer Bill Gates; but a Latino from Mexico, Carlos Slim Helú, born January 28, 1940 in Mexico City, with a Net worth of \$67.9 billion USD (2007 Sentido Comun Estimate). The doors of opportunity are opening up for the Latin Community, the largest minority in the country, but it will take hard work, a community spirit and the ability to network with others. There are so many problems that need to be addressed with poverty, education and immigration on the top of our list. The only way to make progress is through a team effort from us all. Our commitment to the Latin community goes without saying that is why we created a Latin Division. Our mission for 2008 is to educate mainstream America about the importance of “*Three Kings Day*” and provide programs and resources to Latin youths, young adults and their families. This event is a great way to start the New Year and fulfill our very important mission to the Latin Community” stated Charles Fisher, Founder and Chairman of the Hip-Hop Summit Youth Council.

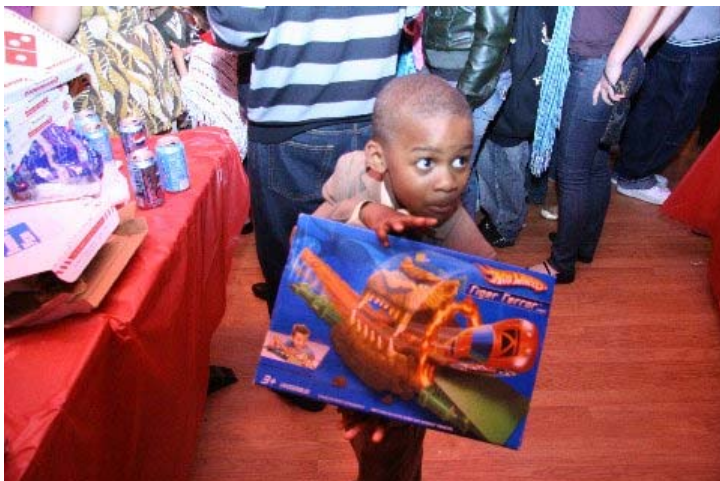
“We appreciate the support we received from Councilman Martinez, Senator Schneiderman, Bronx BP Carrion and Commissioner Linares for their support. I plan on meeting with all Latino elected officials in the future and coordinating events with them in their districts to take this organization to the next level” said Randy Fisher, executive director of the National Hip-Hop Summit Youth Council.

“We did it again! Despite the city's shortage of toys, we did it again! This year's event was a success, providing over 200 kids in the Bronx with toys, refreshments, pizza and a cool show! I strongly believe that it is imperative to look after our community by sharing with the less fortunate. Especially when our children are concerned; after all they ARE our future” said Chellie Garcia, director of the Hip-Hop Summit Youth Council Latino.

“I think it’s always wonderful when you have an organization that brings youths together to highlight 3 Kings Day because it is a deep Latin tradition, especially in the Caribbean. By making this event better for the youths by giving away gifts and pizza I believe the Hip-Hop Summit Youth Council Latino really reached them. I’d like to thank this organization and particularly Chellie Garcia for this. I was happy to be there representing the Mayor and the City of New York” stated Commissioner Linares from Mayor Bloomberg’s office.



**Charles Fisher, Michelle Garcia and Randy Fisher hold up the banner with the kids and their toys!**



**An excited kid shows off his new toy!**



**Michelle Garcia & Commissioner Linares address the crowd**

**PHOTOS BY LARRY MOORE**

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