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*For Immediate Release*

**HIP-HOP SUMMIT YOUTH COUNCIL SPONSORS**  
**SUCCESSFUL THREE KINGS DAY CELEBRATION**

**NEW LATIN DIVISION WILL USE HIP-HOP TO**  
**REGISTER 10 MILLION NEW VOTERS TO**  
**EMPOWER LATINO AND BLACK COMMUNITIES**

**NEW YORK**, January 8, 2007 – The Hip-Hop Summit Youth Council (HHSYC) launched their long awaited **LATIN DIVISION** by hosting a 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 Umbrella Lounge in Washington Heights on Saturday, January 6, 2007 and featured guests such as Dr. Ben Chavis, Cuban Link, Triple Seis, Bronx BP Adolfo Carrion, Senator Eric Schneiderman, Commissioner Guillermo Linares, Councilman Miguel Martinez and Miss New York. The over 500 youths in attendance were able to enjoy performances and free gifts donated by sponsors such as **the Umbrella Lounge, HSBC, Inca Cola, XL Energy Drink, Rap Fanatic magazine, Display of Power, FUBU, USADrugPlan.com, Brandon Miree (Green Bay Packers), Dominoes Pizza, Kodak, SNAP Foundation, & the offices of the Bronx BP 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.

“We are here today not only to celebrate Three Kings Day, but also to launch our Latin Division which will bring programs and opportunities to Latino youths year-round. Teaching Latino and minority youths the importance of voting and how to use the system to improve conditions in their school, home and community is a priority and through this division there will be a political **DISPLAY OF POWER** never seen before in Latino, Black and minority communities” stated Charles Fisher, Chairman and Founder of the Hip-Hop Summit Youth Council.

“The Latin Population is the largest in America and will play a significant role in shaping new policies for this country. The Hip-Hop Summit Action Net work will do all that it can to work with the Youth Council and Latin groups to provide services and opportunities to the Latino population” stated Dr. Ben Chavis, Co-Founder and President of the Hip-Hop Summit Action Network.

“We are looking forward to sponsoring a Latin Hip-Hop Summit at Lehman College. We are confident that through our new Division, artist support, political contacts and corporate sponsors we will have the who’s who of Hip-Hop and Latino artists in attendance to reinforce our message and

support our mission to empower Latino and Black communities in the United States and abroad” said Randy Fisher, executive director of the Hip-Hop Summit Youth Council.

“As the director of the newly formed Latin Division I am excited about working with elected officials, celebrities, business and community leaders who truly want to make a difference in the lives of our Latin Youth. I also want our youths and young adults to understand that they can control their own destiny and what happens in their community just by registering to vote. Our challenge over the next 18 months is to register 10 million new voters and educate them on how they can shape policies that affect the quality of life in minority and poor communities. Thanks to all the support we received to make this event and the launch of our Latin Division a success, I know we will achieve our goal” stated Michelle M. Garcia, director of the Hip-Hop Summit Youth Council’s Latin Division.

“At this time of year, and on this important day it is important that we help those who are less fortunate,” said Bronx Borough President Adolfo Carrion.

“I am excited at the prospect of the Hip-Hop Summit Youth Council working with our youth in Washington Heights/Inwood and in general reaching out to the Latino Community,” said State Senator Eric Schneiderman. “I have enjoyed a great relationship with the Youth Council working on issues like the repeal of the Rockefeller Drug Laws and the dilution of the vote in minority communities and I think that the new Latino division will be a great asset to our organizing young people around these issues here in Washington Heights and Inwood.”



**Sen. Schneiderman, Michelle Garcia, Triple Seis, Cuban Link, Randy Fisher, Councilman Martinez**



**Bronx BP Carrion, Michelle Garcia, Randy Fisher**

**PHOTOS BY LARRY MOORE**

**The event was sponsored by:**

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