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***DIDDY AND THE HIP-HOP SUMMIT YOUTH COUNCIL
VISIT BEN FRANKLIN HS IN PHILLY TO LAUNCH
DIDDY'S NATIONAL SCHOOL TOUR AND
SUPPORT HIP-HOP 4 PEACE PROJECT***

***DIDDY RECEIVES PROCLAMATION & LIBERTY BELL FROM
PHILADELPHIA MAYOR JOHN F. STREET DECLARING
SEPTEMBER 18, 2006 AS "DIDDY PRESS PLAY DAY"***

Youth Council Chapter also launched in Philly

*September 19, 2006—Through the Hip-Hop Summit Youth Council's "Hip-Hop 4 Peace" project and their collaboration with Warner Music Group and its affiliated labels great strides have been made towards improving conditions in schools and communities nationwide. After teaming **Bad Boy recording artist Yung Joc** with New York City Councilman James Sanders to promote peace and nonviolence in schools in New York City and teaming up Cassie with Hartford, CT Mayor Eddie Perez the project will now help **Bad Boy recording artist Sean "Diddy" Combs** kick off his national "Press Play" school tour at Ben Franklin HS in Philadelphia.*

Hip-Hop mogul and entrepreneur Sean "Diddy" Combs told the 750 kids in attendance that they need to "empower themselves in order to get what they want out of life." He called students on stage and asked them to get on the microphone and tell the crowd what they wanted to be in life. The students then gave Diddy a Philadelphia Eagles jersey as a gift for visiting the school. "...This is a really important time for you all right now. This is the time that is going to dictate your future...It's important to know what it takes to achieve your dream...Take responsibility for your future. No excuses!" ended Diddy. The event was attended by a host of media outlets along with Philadelphia Congressman Chaka Fattah.

After the school visit Diddy rushed to City Hall to attend a special ceremony held by Mayor John F. Street where he received a proclamation. They spoke about improving conditions in the school system among other things. He also received the city's esteemed Liberty Bell along with the Hip-Hop Summit Youth Council for the exemplary work they've done with the youth of Philadelphia and all over the country.

The official Philadelphia Chapter of the National Hip-Hop Summit Youth Council will have its headquarters stationed at Ben Franklin HS. The Chapter will be headed up by Principal Chris Johnson and will be run by selected students from the school and community. "I am very happy to be working with Mr. Fisher on this big project—he's the one that made all of this happen here today" stated Principal Johnson while on stage. The Chapter will focus on using the positive influence of Hip-Hop to socially, politically and economically empower the students.

“Working with an artist like Diddy who is truly involved with social and community issues through his Daddy’s House Foundation is truly a blessing for us. It is not often that you can get a Megastar that is doing God’s work through Hip-Hop to also support community initiatives and I hope he continues to shine and provide our youth with the hope and opportunity they need to be successful. Improving conditions in our schools, home and community is a priority for us and thanks to the Warner Music Group and Bad Boy executives we have been able to influence a lot of lives early in the school year. This is very important because we want our kids to start off on the right foot. Using Hip-Hop as a means to promote academic success and Stop the Violence is part of our mission and with artists like Diddy supporting our goals we will save a lot of lives and help a lot of kids do well in school. Much respect to Diddy and Bad Boy once again for supporting our program which reaches out to over 7.3 million public school students, in 65 cities and districts through our partnership with the Council of the Great City schools. It is our hope that other labels and artists will follow their lead and become just as socially responsible” ended Charles Fisher, founder and Chairman of the Hip-Hop Summit Youth Council.

“We have been planning this event for months and it turned out to be a great day in Hip-Hop history. Visiting the school with a Megastar like Diddy and then having Mayor Street roll out the red carpet put the icing on the cake. I enjoyed working with the Mayor and the principal to make this happen because artists like Diddy truly deserve their props for their track record in the community and their support of our youth. Everything worked out great and I think we’re making big strides with the ‘Hip-Hop 4 Peace’ Project” ended Randy Fisher, executive director of the National Hip-Hop Summit Youth Council.



Diddy, Randy Fisher, Principal Chris Johnson & a student from the Philly Youth Council



Diddy and Randy Fisher received their awards from Mayor John F. Street

Photos by the Hip-Hop Summit Youth Council, Inc.

Diddy’s album “PRESS PLAY” will be out on Oct. 17

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