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**HIP-HOP SUMMIT YOUTH COUNCIL
SUCCESSFULLY LAUNCHES THEIR HIP-HOP TOUCHDOWN FOR SUCCESS
PROJECT WITH GREEN BAY PACKERS' BRANDON MIREE!**

**Project uses Sports and Music to Bridge the Communication gap
between youths and parents**

**NFL Athletes and Artists will be used to mentor and advise kids on how to be
successful in life**

June 4, 2007; Jamaica, NY—The Hip-Hop Summit Youth Council (HHSYC.org) officially launched their Hip-Hop Touchdown for Success tour by hosting a Summit at the HS for Law Enforcement & Public Safety in Jamaica, Queens, NY on Friday, June 1. The project, which is a joint venture between Miree and the HHSYC, creatively uses sports and music to bridge the communication gap between youths and adults, as well as help them achieve their academic, personal and social goals. The hundreds of kids in attendance received words of wisdom from the host, Brandon Miree, the starting fullback for the NFL's Green Bay Packers. DVDs and CDs were given away as well as cash and tickets to Hot 97's Summer Jam concert at Giant's Stadium.

Funded by Miree, the Hip-Hop Summit Youth Council, and other partners, the program is a new innovative approach to empowering young people and building character in our communities. It uses the popularity of music and sports to "break the ice" and encourage participants to address issues not just in their school, home and community, but also conditions that impact humanity worldwide. The project plans to tour New York City and then expand to New Jersey, Philadelphia and eventually nationwide.

Kids asked questions such as "were you always good at football?" and "did you ever get cut from the team?" Winners of the contest received 2 tickets to Hot 97's Summer Jams concert and \$50. They were also given membership applications so that they could be a part of the post activities which are offered by the program.

"I am proud of the job that Mr. Miree has done with these youths" stated Randy Fisher, executive director of the National Hip-Hop Summit Youth Council. "With all of the problems that you see professional athletes going through off of the field we felt like it was imperative that we put a positive role model in front of the kids to see where their heads are at."

"Through this project we will start soliciting the services of other professional athletes who also want to give back to their community and help young people achieve their goals in life. Brandon is an exceptional person and we are blessed to have someone with his skills, experience, and commitment to be a mentor and role model for our youth. In a day and age when everyone is too busy for our children it is nice to see that he is willing to take time out of his busy schedule, year-round, to help young people become successful citizens. It is no secret that sports and music play a very influential role in the lives of our youths and young adults. With this new one-two punch, it is our intent to use both of these powerful tools as a vehicle to attract their attention and then provide a message, prizes, services and other opportunities that will help them score a TOUCHDOWN in their life. We are looking forward to working with the NFL to expand this project to other markets so that we can give our youth the

resources they need to graduate from school and tackle the many hurdles that confront them in life” ended Charles Fisher, Chairman and Founder of the Hip-Hop Summit Youth Council.

Brandon Miree says that the event “was a smashing success, the kids were excited and open and I’m looking forward to following up with them and taking this tour nationwide.”

“This was the best Summit; Brandon Miree is an excellent role model. His conversation was very motivating to both the students and the staff. It is about setting goals and then accomplishing your goals” stated Principal Diahann Malcolm.

“I was very shocked when I won [the Summer Jam tickets]. Brandon is somebody you can look up to and you can see where he was coming from. The Summit was awesome!” said Michel’le Robinson, contest winner.



Charles Fisher, Randy Fisher, Michel’le Robinson, Brandon Miree

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