



ABOUT THE 7 E'S 4 POWER TOUR -- 2019



The purpose of the **7 E's 4 Power Tour**, which was created to support the **Hip-Hop Against Gun & Gang Violence Project** and is sponsored by the **Hip-Hop Summit Youth Council, Power 105.1, and "The Shark" Daymond John**, is to show students, youth and young adults how to be more proactive through the **7 E's** to reduce gun and gang violence in their school, home and community. Education, Employment and Economic opportunities are the tools we need to end Poverty and Illiteracy (the "Root Causes" of Gun & Gang Violence). The tour will visit Schools, Youth Centers and Public Housing Developments to provide programs, mentoring, resources, and incentives to support the project. To support the **7 E's** we have the **7 M's** and **7 P's** (see below). Together they will help participants achieve their personal, academic and business goals.

Let's look at each of the **7 E's**, starting with **Education**. To succeed in life you must have a quality education because "Knowledge is Power." Through the tour we offer a host of incentives, scholarships, grants, and prizes to reward those achieving academic success. **Employment**; to secure meaningful employment with a great salary you need a quality education because "You Need Real Skills To Pay The Bills." There are 1.1 million students that dropout out of school annually facing a life of crime, drugs, low paying jobs, welfare or incarceration. Experts project that if you can't read by the fourth grade you are an excellent candidate for prison. **Entrepreneurship**; to acquire the capital and resources to start your own business you need a great product, business plan, and successful business advisors. **Daymond John**, who co-stars in the 4-time Emmy Award Winning ABC hit TV Show "**Shark Tank**" and his *Daymond on Demand* financial empowerment project will offer his experience to help your business grow. **Economics**; to help you achieve your economic goals we will teach you about Wall Street, Financial Literacy, the Global Economy and the "Power of the Dollar."

Entertainment; participants will learn about the "Entertainment Industry" and what it takes to be a success. From a business plan, funding, management, marketing, social media, and product development we will show you how to build your company. Through our entertainment industry partners we will reward participants for academic success and community service with tickets to concerts, movies, award shows, parties, sports events, etc. **Equality**; by utilizing the wisdom of all the **E's** we will show participants how to use all the tools to achieve social, political and economic equality to become financially independent. **Empowerment**; every individual is a **BRAND** and by using the **7 E's** participants will obtain the personal and professional skills to achieve power and success.

Why do we need the **7 E's**? There are **33,000** gangs representing **1.4** million members who commit **48%** of U.S. violent crime. An average of **96** people die daily from guns nationwide; **7** are children and teens. In NYC Blacks & Hispanics commit **97%** of all shootings and are **96%** of gun murder victims. **1 in 4** guns and **1 in 5** shootings take place in NYC Public Housing. Murders fell in 2016 to **335** (**352** in 2015) and in 2017 to **292** (**335** in 2016) and **292** in 2017 compared to a record low of **289** in 2018, thanks to the hard work of NYPD and Community Groups.

The failure of our **Mental Health System** is a threat to public safety. **70%** of jailed inmates have a diagnosable mental health problem compared to about **26%** of U.S. adults. **70%** of youth in the juvenile justice system have at least one mental health condition, while **20%** live with a severe mental illness. **10** times as many people with schizophrenia, bipolar disorder and other acute forms of brain disease reside behind bars as opposed to state hospitals where they receive real help (**356,000** to **35,000**). Most inmates return from prison worse off than when they went in becoming "Gang or Crime Bosses." Recidivism is at about **67%** because inmates are not treated before release. Suicide is now the **3rd** leading cause of death among Americans between the ages of **15-24** and the **2nd** leading cause of death among those between the ages of **25-34**. With a failing **Mental Health and Criminal Justice System** you see why we need the **7 E's 4 Power Tour** to improve public safety.

7 E'S 4 POWER

1. Education
2. Employment
3. Entrepreneurship
4. Economics
5. Entertainment
6. Equality
7. Empowerment



7 M'S 4 POWER

1. Money
2. Management
3. Mobilize
4. Marketing
5. Message
6. Movies
7. Music



7 P'S 4 POWER

1. Politics
2. Press
3. Pen
4. Phone
5. Patience
6. Peace
7. Prosperity