



ABOUT THE HHSYC APP

The Hip-Hop Summit Youth Council (HHSYC) was founded in July 2001 by *Charles Fisher* (also known as the former manager of *LL Cool J* and the *Lost Boyz*). Charles is presently the Mentor and Advisor to *FUBU* Founder and CEO "*The People's Shark*" *Daymond John*, who also stars in the 4-time Emmy Award Winning ABC Hit TV Show *Shark Tank*. As the #1 Not For Profit, Social Service, Hip-Hop Organization in the world we launched the groundbreaking *Call 2 Action* free App "HHSYC" to address a host of issues which affect students, millennials and young adults including: *Gun & Gang Violence; Heroin & Opioid Crisis; Sexual Abuse Against Women; Academic Failure; Obesity; Highway Safety; Poverty; Employment; and Entrepreneurship*. The App will also support the *Hip-Hop 4 Academic Success* project which was created to revolutionize the way education is taught in public schools using Hip-Hop Culture and Celebrities as a catalyst to address Academic Success, Social Justice, and Economic Equality. The App also offers a Discount Program for App holders who show the App on their phone to participating vendors.

The App, which was designed to Educate and Entertain, offers participants a chance to win a host of Perks & Prizes including: Scholarships, Grants, Sneakers, Phones, Concert Tickets, Computers, Discounts on Merchandise and Services, and More. The App also promotes Voter Education, Registration and Participation. Students as young as 16 can pre-register to vote with the App. The App also provides a link to Radio Station sites like *Power 105.1*, Record Labels, and offers information on Current Events, Books, Films, Technology, Health, Apparel, Music, Sports Events, and Lit New Music Releases. In addition, the App promotes the mission of the United Nations, their 193 member states, and the *Sustainable Development Goals* (SDGs) in an effort to connect students in the U.S. to their peers abroad.

The App is also promoting the organization's "*MILLION MEMBER MOVEMENT*" and will be used to communicate and solicit the support of the 76.4 Million Students in the U.S. (from Kindergarten through College) and 73 Million Millennials (representing the Largest Living Generation in America). There is strength in numbers and when Students, Millennials, and Young Adults join forces with Hip-Hop, R&B, and Rock Artists, as well as Executives and Celebrities from TV, Film, and Sports we are in a unique position to save a generation of young citizens from crime, gang and gun violence, poverty, illiteracy, sexual abuse, drug and alcohol addiction.

Through an alliance with the United Nations; "*The Shark*" *Daymond John*; *Power 105.1*; *NYPD*; *New York City Housing Authority* with their 600,000-800,000 residents; *Council of the Great City Schools* (representing 74 cities and districts and 7.3 million public school students); and a host of other partners we can make this a safer and better world through our App. It's time for us to step up to the plate to protect our young citizens because once again Government Gridlock in Washington is having a devastating affect on their safety, growth, and development.

Parents, educators, clergy, elected officials, community leaders, and socially responsible corporate leaders must unite and provide the resources to help students graduate from school, find meaningful employment, and become productive law-abiding citizens. The HHSYC App wants you to be a "Part of the Solution and not the Problem" because when 76.4 Million Students team up with 73 Million Millennials there is nothing we can't accomplish. So roll up your sleeves, download the App from the *App Store* and *Google Play Store*, and "*BE THE DIFFERENCE.*"