



"Hip-Hop Against Gun & Gang Violence" Week



MISSION

This week is **Phase 1** of a 125 day campaign to help young citizens better understand how to engage and be more proactive to help **end gun and gang violence** with an emphasis on the hot summer months. From **May 18-24, 2012**, a week before **Memorial Day Weekend** the unofficial start of summer, we will take an innovative approach to reduce "gun & gang violence" by coordinating a host of activities to improve public safety and **secure a safer summer**.

PURPOSE

1. To produce literature, PSAs, events, activities and contests that prepare our youth and young adult participants for the task of reducing gun & gang violence.
2. To reduce gun & gang violence we will work with individuals that are gang members, drop-outs, at-risk, disconnected, incarcerated, and on parole or probation.
3. To solicit support from celebrities, students, parents, teachers, the media, gang members, corporations, community leaders, clergy, elected officials, city, state, government and law enforcement agencies to reinforce our message and fulfill our mission.
4. To use the internet, social media and new technologies to promote the initiative and challenge young citizens to play a more proactive role towards improving public safety.
5. To produce a petition that will garner 1 million signatures to support our work to reduce gun/gang violence.
6. To sign up participants who want to become a "Community Ambassador for Peace (CAP)."
7. To improve relations between the community and law enforcement agencies.
8. To work with the Judicial System, Department of Corrections, Parole and Probation to help prepare individuals for their re-entry into society and alternatives to incarceration.
9. To help create new legislation and policies that will reduce recidivism as well as gun & gang violence.
10. To work with Gang Leaders to reduce gun violence and the recruitment of "tweens and teenagers."
11. To work with women who are in gangs or associated with a gang member.
12. To create a "task force" that will make recommendations to address the sale and possession of illegal guns, ammunition, and the expansion of gun-buy-back programs.

GOALS

- ❖ To change the mental thought process of our participants who are desensitized to violence thanks to TV, films, videogames, the internet and music with negative lyrics.
- ❖ To improve public safety by reducing gun & gang violence through education and awareness initiatives.
- ❖ To secure a network of celebrities that will help us carry out our mission.
- ❖ To improve relations between the community and law enforcement agencies.
- ❖ To get illegal guns off the street.
- ❖ To reduce the number of shootings and homicides during the summer months.
- ❖ To show participants how to respond to laws, policies, bullies and the parasites they will encounter.

CAMPAIGN THEME

"We're on our Grind to End Gun & Gang Crime."

WHERE WILL THE EVENTS TAKE PLACE?

New York City, Nassau County and participating communities throughout the United States.

SUMMARY

Through the support of concerned citizens we have an opportunity to make this summer one of the safest on record and assess how to improve public safety year-round. It is important that we take a proactive approach to the threat of gun & gang violence because we are losing an entire generation to the senseless killings that destroy young lives. In the inner-city women, children and innocent bystanders have become "casualties of war" and it's time for an entire village to **"rise up"** and put out a fire that's out of control.