



# “HIP-HOP POWER 50” PROJECT

**“50 YEARS, 50 ARTISTS, 50 EXECUTIVES, 50 EVENTS, 50 BOOKS, 50 STATES”**

## MISSION

Hip-Hop is the greatest international cultural phenomenon ever created. The multi-billion-dollar industry transcends race, religion, ethnic, socioeconomic and cultural backgrounds. It's the “Music & Lifestyle of Choice” for billions of citizens worldwide. Hip-Hop, which is an “American Born Product,” has achieved a new milestone this year as “50 States celebrate 50 years” of a groundbreaking culture that has influenced the world for a half-century. Congress passed Resolution 331 **declaring August 11<sup>th</sup> as Hip-Hop Celebration Day; August as Hip-Hop Recognition Month; and November as Hip-Hop History Month (see attached).** Hip-Hop “Started From The Bottom Now We Here” and after 50 years of hard work we are now “All The Way Up.” “We The People” and Hip-Hop must unite and use our “50 Year Platform” to make America and the world a better and safer place for our children.

### ***The purpose is to:***

1. Educate citizens about the History of Hip-Hop via Events, Social Media, Artists and our 50 Powerful Hip-Hop Books. There will be ESSAY and other contests to stimulate reading and excitement.
2. Encourage members of the Hip-Hop Community to engage in projects that address: Poverty, Entrepreneurship, Education, Racial & Social Equity, Diversity & Inclusion, Financial Literacy, Obesity, Substance Abuse, Mental Health, Gun & Gang Violence Prevention. The special “Call To Action” report: ***Correlation Between Education, Incarceration and the Emancipation Proclamation*** will be used to further improve the quality of life in our schools, homes and communities with Hip-Hop using its 50 Years of Power, Contests & Events to take the lead and make a real difference.
3. Celebrate **“50 YEARS WITH 50 EVENTS, 50 ARTISTS, 50 EXECUTIVES, AND 50 BOOKS IN 50 STATES”** to promote the Positive Influence of Hip-Hop Culture and How it can be used to Empower Students and the community with the tools and inspiration for success.
4. Produce a **DOCUMENTARY AND PODCAST** with Artists, Managers, Producers, On Air personalities, DJ's and Industry Executives discussing the History, Present and Future of Hip-Hop.
5. Produce the **“WORLD'S LONGEST SONG.”** Hip-Hop Artists all over the world will record 8-16 POSITIVE BARS on a LIT TRACK using the following as a guide: The History and positive influence of Hip-Hop; Their experience and Journey through Hip-Hop; How Hip-Hop changed their life and/or the world; and how we can build a better world for our children, youth and young adults through Hip-Hop.
6. Launch the **HIP-HOP POWER 50 TALENT SEARCH.** We are looking for the next generation of Hip-Hop Super Stars. The Talent Search will offer \$50,000 in Cash & Prizes including a Recording Contract, Single Release, Music Video, Business & Marketing Plan and more to the Winners.
7. Launch the **HIP-HOP POWER 50 “STURDY 4 DOLLARS”** Challenge. Who does the STURDY the best is what this Dance contest is all about. The contest will be kicking off in NYC with a lot of Cash and Prizes to the Winners.

*Hip-Hop Summit Youth Council, Hip-Hop Against Gun & Gang Violence, C-COP, Power 105.1, “The People's Shark” Daymond John, IMI Studios, FUBU, The “Fitness Sheriff”, Stiff Jab To The Face, 24 Hour Fitness, Trendcatch Digital Advertising, Big Panda Records, P.O.G. Music Group*

