

Hip-Hop Inaugural Ball A Huge Success: Russell Simmons, LL Cool J, T.I., Young Jeezy, Bow Wow And MC Lyte Co-Host Sold Out Black Tie Charity Gala To Benefit The Hip-Hop Summit Action Network



Photo: (from left to right) Spliff Star and Busta Rhymes

The Hip-Hop Inaugural Ball was a fundraiser for HSAN, the world's largest coalition of hip-hop artists and entertainment industry executives, to continue its non-profit work for education advocacy and other empowerment programs for young adults throughout the United States.



Photo: (from left to right) Young Jeezy and T.I.

T.I. affirmed, "When Reverend Yearwood and the Hip Hop Caucus reached out to me to join them in their efforts to get out the youth vote, I thought, 'Why me?' as a convicted felon under house arrest. But I realize now that it's all God's plan and exactly the way it's supposed to be. All of the hardships I experienced turned out to be a blessing. Young people on the street relate to me because I have already been through what they are now going through. When I speak to them about the importance of voting, they pay attention." As T.I. held up his award, he uttered, "Now that I'm headed to prison and when I'm in that cell alone and the lights go off, I will always remember this moment."

"I told my wife ten years ago that this day would happen and she didn't believe me," LL Cool J shared. "Well, honey, I was right! This is an amazing time period for those who have to see in order to believe. Now you see."

"I want to thank Barack Obama for showing us that you can make your goals as big as you want to," Young Jeezy emphasized.

Young star Bow Wow explained, "This was my first time voting, and I realized if the kids can listen and recite my words, then why can't I preach the word of positivity and get the fans to vote."

"Tonight was a pivotal moment, not only for hip-hop, but also for the entire world that has been positively impacted by hip-hop," shared Valeisha Butterfield, the Executive Director of HSAN. "We celebrated the inauguration of Barack Obama. We celebrated the outstanding contributions of hip-hop leaders to make this particular inauguration possible. We not only had the hottest Inaugural Ball, we had one of the most meaningful."

The evening wrapped up at 2am with hip-hop icons, leaders and revelers joined in a spirit of unity around the promise of a new era for America ushered in by the election of Barack Obama.

"It is without any doubt that the Hip-Hop Inaugural Ball is now a part of the history of the transformation of America," concluded Dr. Benjamin Chavis, President/CEO of HSAN. "We were more than witnesses to history. We are the participants in helping to shape the present and the future. People from around the world came out to celebrate with us. Barack Obama's inauguration and the evolution of hip-hop culture have a defining congruence and, as a result, America and the human family around the world will never be the same."

The exclusive radio partner for the Hip-Hop Inaugural Ball is CBS Radio WPGC 95.5 FM. The premiere online media partners

were Global Grind, www.globalgrind.com, Politico.com and the celebrity, gossip and entertainment news site Young, Black & Fabulous, www.TheYBF.com.

Online Ticket To Hip-Hop Inaugural Ball Surge: Russell Simmons, LL Cool J, T.I., Young Jeezy, Bow Wow And MC Lyte Co-Host Black Tie Charity Gala On 1/19 In DC

New York, NY, January 14, 2009: Russell Simmons, Valeisha Butterfield, Dr. Benjamin Chavis and the Hip-Hop Summit Action Network (HSAN), the world's largest coalition of hip-hop artists and entertainment industry executives, announced today that Bow Wow and MC Lyte have agreed to join the list of celebrity Co-Hosts for the upcoming Hip-Hop Inaugural Ball, along with Russell Simmons, T.I., LL Cool J and Young Jeezy. The black tie charity gala will be held on January 19, 2009 at 8:00 pm, at the prestigious Harman Center for the Arts, 610 F Street, N.W., Washington, DC. Heineken is the Presenting Sponsor and MySpace Music Hip-Hop (www.myspace.com/hiphop) is the Platinum Online Sponsor of the Hip-Hop Inaugural Ball.

"This is the hottest Inaugural Ball ticket in Washington, DC and we are near capacity," stated Dr. Benjamin Chavis, HSAN's President. A limited number of tickets can still be purchased

on a first come, first served basis by going immediately to www.Hiphopinaugural.org, www.HSAN.org or to www.Globalgrind.com

The Hip-Hop Inaugural Ball is a fundraiser with all ticket proceeds going to the Hip-Hop Summit Action Network to continue its non-profit work for education advocacy and other empowerment programs for young adults throughout the United States.

The Hip-Hop Inaugural Ball will kick off with a star-studded red carpet at 8 pm followed by award presentations of the National GOTV Awards, recognizing artists who have made outstanding contributions to the largest young adult voter turnout in American history. A VIP black tie gala and party will follow on all four levels of the venue, with each level having its own color decor and gala theme. The legendary DJ D-Nice will serve as the Hip-Hop Inaugural Ball celebrity DJ throughout the whole night.

The exclusive radio partner for the Hip-Hop Inaugural Ball is CBS Radio WPGC 95.5 FM. The magazine partner is VIBE Magazine. The premiere online media partners are Global Grind, www.globalgrind.com, and the celebrity, gossip and entertainment news site Young, Black & Fabulous, www.TheYBF.com.

About Heineken USA

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About MySpace Music:

MySpace Music is a landmark joint venture among MySpace, The EMI Group, SONY BMG MUSIC ENTERTAINMENT, Universal Music Group, Warner Music Group, and Sony ATV, and whose independent music distribution partners include The Orchard, IODA, Alternative Distribution Alliance, RED, Fontana, and Caroline. MySpace Music offers an ever-growing catalog of freely streamable audio and video content, user-friendly e-commerce solutions, personal music players, and user and artist playlisting. MySpace Music aims to empower major, independent, and unsigned artists to monetize their content through multiple revenue streams by allowing the MySpace community to freely stream premium

content in an ad-supported environment, purchase MP3s and ringtones, create and share playlists, and ultimately buy merchandise, concert tickets, and other digital and physical goods. MySpace Music also connects artists and fans in the offline arena through various concert series and live events including Secret Shows, MySpaceLIVE!, Transmissions, The Release, Front to Back and The List.

About Hip-Hop Summit Action Network:

The Hip-Hop Summit Action Network (HSAN) is the largest, worldwide non-profit 501 c. 4, non-partisan coalition of hip-hop artists and entertainment industry executives united in the belief that hip-hop is an instrumental agent for positive social change. HSAN is a social change, program driven non-profit organization that creates strong, effective relationships and brand loyalty between companies, organizations and their consumers. We are a full-service, multi-national organization dedicated to creating, planning and executing cause marketing campaigns for our partners. HSAN also has a sister organization entitled the Hip-Hop Research and Education Fund 501 c.3.