

# **Hip-Hop Summit Action Network Joins Hip Hop Caucus to Register 50K Voters During Nationwide “One Vote” Registration Drive**

(New York, NY) September 30th, 2008- The Hip-Hop Summit Action Network (HSAN) today announced that it will join and support the efforts of the Hip-Hop Caucus (HHC) to register to vote (50,000) fifty thousand voters in one day. Tuesday, September, 30, 2008 is set as the target day that HHC's "Respect My Vote" Get-Out-The-Vote campaign endorsed and led by TI, and in partnership with the Radio One Network will focus on getting thousands of new voter registrations completed in the sixteen markets across America where Radio One has radio stations including Dallas, Baltimore, Washington, and Cleveland. HSAN has Hip-Hop Team Vote constituencies in those and other markets such as New York City, Los Angeles, Houston, Chicago, Detroit, Columbus, Atlanta, Philadelphia, and Charlotte. Dr. Benjamin Chavis, Co-Founder and President of HSAN stated, "We are pleased to join Reverend Lennox Yearwood, Jr. CEO of HHC, and TI to support the "Respect My Vote" national campaign to register voters on September, 30th. We will be on the radio, the Internet, and use every possible means of communication to stress the historic importance of getting thousands of people registered to vote." Valeisha Butterfield, Executive Director of HSAN emphasized, "Young people in particular are energized and excited about being civically engaged this year. But we all know there are still millions of people in our communities that are still not registered to vote. September 30th gives us all another opportunity to concentrate our collective efforts to increase voter registration and that is why we are

supporting this HCC special campaign.”

### About Hip-Hop Caucus

The Hip Hop Caucus (HHC), a non-partisan organization, was established in September 2004, has created the “Respect My Vote Campaign” and is being led and endorsed by Hip Hop star T.I.. The Respect My Vote campaign, targets Young Americans ages 18-29 who did not attend college. Statistics show only 7% of Young Americans 18-29 who did not attend college, voted this past Super Tuesday and this is a target audience that is not being pursued by either campaign. In organizing and mobilizing around the elections HHC realized the critical need for a sustainable political organization that empowers the Hip Hop generation to participate in the policymaking process. HHC engages the Hip Hop generation, those born after 1964, through issue campaigns, events, and voter education. HHC works to broaden and revitalize a civil and human rights agenda for the 21st century that is embodied in a multi-racial, multi-cultural and multi-class progressive movement. For more information, go to [www.hiphopcaucus.org](http://www.hiphopcaucus.org)

### About Hip-Hop Summit Action Network

Founded in 2001, the Hip-Hop Summit Action Network (HSAN) is dedicated to harnessing the cultural relevance of hip-hop music to serve as a catalyst for education advocacy and other societal concerns fundamental to the well being of at-risk youth throughout the United States. HSAN is the largest non-profit, national coalition of hip-hop artists, entertainment industry leaders, education advocates, civil rights proponents, and youth leaders united in the belief that Hip-Hop is an enormously influential agent for positive social change which must be responsibly and proactively utilized to fight the war on poverty and injustice. For more information, go to [www.hsan.org](http://www.hsan.org).

---

# Hip-Hop Summit Action Network, Genworth Financial And Other Mortgage Giants Unite To Attack Foreclosure Crisis And Increase Home Ownership Opportunities For Young Americans



New York, NY -September 9, 2008- Hip-Hop Summit Action Network (HSAN) co-founder Russell Simmons, co-founder, President/CEO Dr. Benjamin Chavis and Valeisha Butterfield, HSAN Executive Director announced today a joint initiative to provide solutions to the current multi-billion dollar mortgage and foreclosure crisis for young Americans. According to the Center for Responsible Lending, foreclosures soared 75 percent nationally in 2007, and the trend continues today. As a result of foreclosure, African Americans have lost more than \$92 billion, and a loss of more than \$122 billion is projected. Latinos will lose \$98 billion. Overall, people of color and others will lose more than \$200 billion if effective solutions are not implemented.

With support from corporate sponsor Genworth Financial, HSAN is launching the "Get Your House Right" Home Ownership Tour as an expansion of the successful four-year empowerment program, "Get Your Money Right." A signature financial literacy program launched in 2005, "Get Your Money Right" combined A-list celebrities with financial experts who shared timely information on financial literacy to US and Canadian audiences ages 18 to 35. HSAN will transition the

program in October 2008 in Atlanta.

Under the expanded effort, attendees will receive a more comprehensive roadmap designed as a financial workshop/boot camp that converts personal finance novices into skilled apprentices with customized “how to guides” to help them establish or repair credit, and buy or keep real estate.

“This initiative could not be more timely because of the increasing mortgage and home foreclosure crisis across America,” said Chavis. “The Hip-Hop Summit Action Network, particularly during the last four years, has seen, first hand, how eager young Americans are to get the right information at the right time concerning financial matters. To own a house is key to fulfilling the American Dream, and our 2009 ‘Get Your House Right’ home ownership tour will help to raise awareness and disseminate vital information to empower 18-35 year olds with real solutions to this problem.”

“Homeownership cultivates and upholds the viability of urban communities and provides a legacy of wealth creation that can be passed on from one generation to the next,” said Lori Jones Gibbs, vice president of Affordable Housing and Industry Affairs at Genworth Mortgage Insurance. “Genworth Financial has a long history of helping people realize the dream of homeownership through mortgage insurance products that make low down payments possible. We have a strong commitment to serving first-time and low- and moderate-income buyers, working within diverse communities and building alliances with centers of influence like churches, social organizations and prominent individuals to build bridges between our services and those populations who stand to benefit from those services. Collaborating with HSN allows Genworth to fulfill its mission of helping consumers “Think It Possible” to achieve their homeownership dreams safely and securely.”

Mortgage Guru Lynn Richardson, former vice president of national strategic partnerships for JP Morgan Chase and author

of Living Check to Monday: The Real Deal about Money, Credit & Financial Security (2005), has been named HSAN's Chair, National Homeownership Advisory Council. In this capacity, she will work with corporate sponsors and others to bring the national tour to major markets. Tour stops for 2009 include New York, Houston, Atlanta, Chicago, Cleveland, Baltimore, Richmond/Petersburg, and St. Louis.

"The Hip Hop Summit Action Network continues to be a national echo chamber that reverberates the truest pulse of urban America. This partnership signals an opportunity to help urban professionals and other young adults think of financial fortitude as an achievable goal rather than a phantom wish reserved only for the lucky," said Lynn Richardson, a veteran mortgage executive, author and motivational speaker. "Jointly, we want to change the way Americans think about money, and change how they treat it. With the right information, financial responsibility is an inheritance any of us can leave our heirs. This initiative creates access to this "high yielding" tip for those who have been, historically, left out of such discussions."

The new program model's design requires participants select three of the following five workshops before entering the marquis event, the A-list celebrity panel discussion: Get Your House Right (Buying Your First Home); Get Your Credit Right (Understanding Credit); Get Your Mortgage Right (Advantages of Mortgage Insurance & Down payment assistance Program); Keep Your House Right (Budgeting, Planning, Estate Protection and Avoiding Foreclosure) and Get Your Investing Right (The Do's and Don'ts of Real Estate Investing). Each event will host a "Homebuyers Pavilion" where participants can receive a customized "Mortgage Approval Plan that outlines the steps necessary to become a homebuyer. Participants also receive a "Get Your House Right" workbook, produced and distributed by HSAN in both English and Spanish, a financial dictionary and other tools. The free workbook will also be downloadable at

[www.hsan.org](http://www.hsan.org).

#### About Genworth Financial

Genworth Financial, Inc. (NYSE: GNW) is a leading public Fortune 500 global financial security company. Genworth has \$114 billion in assets and employs approximately 7,000 people in 25 countries. Its products and services help meet the investment, protection, retirement and lifestyle needs of over 15 million customers. Genworth operates through three segments: Retirement and Protection, International and U.S. Mortgage Insurance. Its products and services are offered through financial intermediaries, advisors, independent distributors and sales specialists. Genworth Financial, which traces its roots back to 1871, became a public company in 2004 and is headquartered in Richmond, Virginia. For more information, visit [www.genworth.com](http://www.genworth.com).

#### About Hip-Hop Summit Action Network

Founded in 2001, the Hip-Hop Summit Action Network (HSAN) is dedicated to harnessing the cultural relevance of hip-hop music to serve as a catalyst for education advocacy and other societal concerns fundamental to the well being of at-risk youth throughout the United States. HSAN is the largest non-profit, national coalition of hip-hop artists, entertainment industry leaders, education advocates, civil rights proponents, and youth leaders united in the belief that Hip-Hop is an enormously influential agent for positive social change which must be responsibly and proactively utilized to fight the war on poverty and injustice. For more information, go to [www.hsan.org](http://www.hsan.org).

---

# **The Hip-Hop Summit Action Network (HSAN) Issues Call To Action At The 2008 Democratic National Convention In Denver**

The Hip-Hop Summit Action Network (HSAN), the world's largest coalition of hip-hop artists and recording industry executives, is heading to the 2008 Democratic National Convention in Denver next week to call to action youth voters across America. HSAN CEO/President Dr. Benjamin Chavis and Executive Director Valeisha Butterfield will be at the Convention representing the organization. They will be speaking about their ongoing get out the youth vote (GOTV) programs and initiatives. "One of the most important, undisputed realities of the 2008 election will be the powerful impact of the youth vote. All national polls confirm this as well as the record youth voter turn-out during the 2008 primaries," Dr. Chavis declared. "The Hip-Hop Summit Action Network will be in Denver and in Minneapolis to ensure that the GOTV work among all of the numerous organizations is well coordinated. We are proud to witness the hip-hop generations contribution to the political transformation of American society."

On Wednesday, August 27 HSAN will team up with IMPACT and Rock the Vote for a panel discussion "Change Agents: Access, Influence, Empowerment" which will be on Wednesday, August 27, 2008 8:00-10:00 AM at the Colorado Convention Center, 700 14th Street (Colfax Avenue and Speer Boulevard.)

Moderated by CNN political analyst and journalist, Roland Martin the discussion will engage emerging and current political leaders, corporate executives, community activists

and entertainers to address the current state of politics and define the roles of people of color in business and government.

Confirmed panelists include Congresswoman Maxine Waters; Congressman Bennie G. Thompson; CEO Sheila C. Johnson; Journalist and Activist Jeff Johnson; Commissioner Andrew Gillum; Alderman Kacie Starr Triplett and a surprise celebrity guest who will begin to dispel the notion of "young versus old" in politics and determine ways that individuals can better navigate the political process and influence public policy.

For more information or to register to attend visit:  
<http://www.2008changeagents.com>

To close out the day on Wednesday, August 27 HSAN is teaming up with Progressive Future for the Progressive Future Dance Party at Beta Nightclub in Lodo (at 19th and Blake St) from 10:00pm to 1:00am. Doors open at 9:00pm. In recognition of the hard work young people are doing to mobilize others in their generation to take action on progressive issues, Progressive Future is throwing a dance party during the DNC. At the dance party, Progressive Future, HSAN and the host committee will celebrate young emerging leaders and will recognize five or six youth as members of the "Youth Engagement Honor Roll."

In addition, HSAN is joining forces with Rock the Vote for a major awareness campaign that will take place each day of the DNC in Denver next week. The campaign plans to show the real power of the youth vote. Be on the look out!

Valeisha Butterfield stated, "As a young woman executive in the recording industry, I know first-hand the undeniable, determinative influence of the hip-hop vote on the 2008 election. Young voters will stand up, speak out and take the necessary action to determine the next President of the United States. Our presence in Denver is to serve as a catalyst



leaving an indelible imprint on the outcome of this election.”

#### About Hip-Hop Summit Action Network

Founded in 2001, HSAN is the largest non-profit, worldwide coalition of hip-hop artists, entertainment industry leaders, education advocates, civil rights proponents, and youth leaders united in the belief that hip-hop is an enormously influential agent for positive social change which must be responsibly and proactively utilized to fight the war on poverty and injustice.