

Rapper Coolio and Jazz Saxophonist Jarez, Go “Green” with EJCC and Target Black College Campuses



Rapper/ reality star Coolio and jazz saxophonist, Jarez are among artists recently enlisted as spokespersons for the Environmental Justice and Climate Change’s (EJCC) campaign to educate students at Historically Black College and University’s (HBCU) about the global warming crisis, EJCC director, Nia Robinson announced today.

“Our goal is to engage a diverse group of African American youth in the fight for climate justice,” says Robinson. “Whether they’re old school hip-hop fans, jazz enthusiasts, or among the neo-soul crew, we want them focused on climate change. EJCC is pleased to have Coolio and Jarez reaching out to their base to promote environmental sustainability.”

The campaign will kickoff July 11, 2008 on “Just Environment,” an EJCC sponsored urban talk radio program that will integrate

diverse perspectives on environmental issues and underscore EJCC's campaign efforts. Broadcasting weekly at noon on WCLK 91.9, "The Jazz of the City," and live online at www.wclk.com, the radio show will feature informative discussions of problems and solutions for healthy, sustainable lifestyles. The show is hosted by Na'Taki Osborne Jelks and the jazz stylings of Jarez, from his CD release "To the Top" will provide the musical signature for the show.

The EJCC HBCU Initiative – a partnership with former Vice President Al Gore's Alliance for Climate Protection's "We" campaign – will use unique voices to encourage black youth to engage in the climate change discussion. EJCC will train and organize students on black college campuses to promote the greening of university grounds, grow support for climate justice, and encourage HBCU presidents to sign on to a Presidents Climate Commitment.

"The effects of climate change fall disproportionately on people of color, Indigenous Peoples, and low-income communities," says Robinson. "Black college students must be on the frontlines educating their communities and contributing their voices to the policy debate."

[Coolio](#)

cutting edge beats and West Coast style of hip hop has garnered a huge loyal following. From starring in major blockbuster movies in Hollywood, to Grammy Award winning tracks, this platinum-selling artist has always kept it real. His new reality show, "Coolio's Rules" to debut on The Oxygen Channel this fall, will only broaden his fan base as viewers get to watch him as a family man with his children in tow. His new upcoming CD project, entitled, "Steal Hear" coyly explains a career which has spanned decades.

Jazz saxophonist, [Jarez](#) (born Jarel Posey), provides the perfect balance to Coolio's edge. The worlds of hip hop and jazz combine as the two merge to become a united front. On

Jarez's new album, "To The Top," one hears an incredibly gifted musician raising his game, and redefining what a jazzman can do in the 21st century. The 20-something, Inglewood, CA native dispels any notion of jazz not being relevant to a younger generation.

A leader in domestic climate action, EJCC is a national coalition of over thirty environmental and climate justice, advocacy, faith-based and other social justice organizations. The nonprofit, nonpartisan, grassroots organization is committed to informing youth of color about the issue of global warming and climate justice. The goal of EJCC's partnership with the Alliance is to educate black youth about climate policies and promote activism among HBCU students and surrounding communities.

To get involved with EJCC or the "We" Campaign, visit www.ejcc.org or www.WeCanSolveIt.org.