

## **VIDEO MUSIC BOX/UNCLE RALPH MCDANIELS AND HIP-HOP ICONS CELEBRATE 25<sup>th</sup> YEAR ANNIVERSARY WITH A HISTORIC CONCERT AT CENTRAL PARK!**

***PROCLAMATIONS PRESENTED BY THE HIP-HOP SUMMIT YOUTH COUNCIL FROM GOVERNOR PATERSON, MAYOR BLOOMBERG AND SENATOR MALCOLM SMITH PROCLAIMING JULY 18, 2008 AS VIDEO MUSIC BOX DAY IN THE CITY AND STATE OF NEW YORK!***

**July 18, 2008, Central Park, NYC, NY** --- Video Music Box celebrated its 25<sup>th</sup> year anniversary with a concert at Central Park that included live performances by Hip-Hop Stars, along with special Proclamations being presented from **Governor Paterson, Mayor Bloomberg and Senate Minority Leader Malcolm Smith by the Hip-Hop Summit Youth Council to Uncle Ralph declaring July 18, 2008 as “VIDEO MUSIC BOX DAY”** in the City and State of New York in HONOR & TRIBUTE to the show’s *25 years of Groundbreaking Broadcast History and Community Service.*

Twenty-five years after its debut, the influence of "Video Music Box" continues to stretch far and wide, as the show is one of the first and longest running outlets for Hip-Hop since the genre’s inception. It was one of the first shows in Music Video History, long before MTV & BET, to play Hip-Hop Videos; opening the doors for a lot of artists. Hip-Hop is the greatest international cultural phenomenon ever created. This multi billion-dollar art form transcends racial, religious, ethnic and cultural backgrounds and is the lifestyle of choice for many youths worldwide and Uncle Ralph and Video Music Box is a part of this global history.

During the evening the Sugarhill Gang, Nice & Smooth, Chubb Rock, the Lost Boyz and Naughty By Nature amongst others kept the crowd moving to the beat as they performed on the Central Park Summer Stage to a packed audience. Other artists such as Special Ed, OC, Kool Herc, Red Alert, Kwame, Melle Mel, Dana Dane, Audio II and many more were also in attendance to support Uncle Ralph.

“Having the show I started 25 years ago receive recognition from 3 of the most powerful elected officials in the State of New York will be a part of Hip-Hop History forever and I applaud Governor Paterson, Mayor Bloomberg and Senator Malcolm Smith for showing the VMB team some love and respect for our many contributions to the state of New York and the Hip-Hop Community. I have to also give the Fishers my heartfelt thanks for their relentless pursuit to make this day official and for their tireless work to serve the needs of our youth, not just here in the US, but also through their work with the United Nations. This is a very important day for me and I am humble for all the love shown to me by the artists that performed and the fans in attendance, but working with the Hip-Hop Summit Youth Council and other community groups to address global poverty and to stop the gun and gang violence in our communities through **OPERATION S.N.U.G.** is just as important. I will continue to use my influence to support the diverse needs of those that are less fortunate because at the end of the day that is what it’s all about for me” ended Ralph McDaniels, founder of Video Music Box and Hot 97 Air personality.

“I was happy to see so many people come out in support of Uncle Ralph and Video Music Box. I grew up on that TV show and he’s still doing it while still helping the community at the same time. We will be doing a lot more work with Ralph shooting PSA’s and getting old and new hip-hop artists to care more about the issues at hand to save our youth” stated Randy Fisher, executive director of the National Hip-Hop Summit Youth Council.

“Uncle Ralph has been a personal friend of mine for over 27 years. His commitment to improve the lives of others goes without saying. Lets not get it twisted, Uncle Ralph and VMB is responsible for the careers of a lot of artists. For 25 years he has used his show to launch the careers of many artists, while serving the needs of the community, and that is rare in this entertainment game. Once I was informed about the event, I felt that 25 years of service deserved the respect and recognition from the highest office in the City and State of New York. When we presented our request for the proclamations to the Governor, Mayor and Senator they did not hesitate to meet our historic request because the work that Uncle Ralph has put into the game speaks for itself. His support for the Hip-Hop Summit Youth Council over the last several years has allowed us to improve and expand the services that we offer our youth. Ralph recently joined our “*Hip-Hop Against Poverty*” initiative, which is a partnership with the *United Nations Millennium Campaign* representing 192 countries. Our mission is to halve Global Poverty by 2015, as well as bring awareness to young people here in the U.S. and abroad about the Millennium Development Goals ([www.endpoverty2015.org/usa/hiphop](http://www.endpoverty2015.org/usa/hiphop)). He will also be working with us to reduce gun and gang violence through **OPERATION S.N.U.G.** using his influence to help “Stop the Violence” and save a lot of lives. I’m proud to know Uncle Ralph and will give all I have to support any initiative that he is involved with because I know he is always doing the right thing to support Hip-Hop and our communities” ended Charles Fisher, Founder and Chairman, National Hip-Hop Summit Youth Council.

“Being a part of this historic event was a thrill that I will savor for life. Uncle Ralph has been there for a lot of people and it was good to see the old school stars come out to show their love and respect for this Hip-Hop Icon. I’m looking forward to working with Ralph on a host of International projects to address global poverty, HIV/AIDS, education and the Millennium Development Goals” stated Ahmad “Armando” Quazi, Jr., Director of Global Affairs for Hip-Hop Summit Youth Council.

**Randy Fisher, Uncle Ralph,  
Charles Fisher, Armando Quazi**





**Charles & Randy Fisher with Mr. Cheeks, Armando**



**Uncle Ralph holds Senator Smith's proclamation**