

Hip-Hop Summit Youth Council, Operation S.N.U.G. & N.Y.C. Housing Authority's Citywide Council of Presidents kick off Brooklyn Launch of "Power in Public Housing" campaign and "Vote 4 New Hope" project at Seth Low Houses Family Day Event

Video Music Box 25th year anniversary recognized at Family Day event with proclamations from Governor Paterson, Mayor Bloomberg and Senate Minority Leader Malcolm Smith

NEW YORK, NY—August 27, 2008 – Seth Low Houses Resident Association celebrated their 41st annual Family Day Anniversary on Saturday, August 23rd, 2008 at Seth Low Houses in Brooklyn, NY. The event drew hundreds of residents who enjoyed an evening of fun, food, music, games, rides, and a special awards presentation. This year Seth Low Houses and the Citywide Council of Presidents of the New York City Housing Authority (NYCHA) partnered with the Hip-Hop Summit Youth Council to develop initiatives to improve the quality of life for residents by introducing Operation S.N.U.G., the "Power in Public Housing" Campaign and the "Vote 4 New Hope" project. In attendance were executives from NYCHA, Congressman Ed Towns; Brooklyn boro President Marty Markowitz; Ralph McDaniels; Escalade of And 1; Rashad Drakeford, National Student Coordinator for Barack Obama, Terry Corley, On Top Productions; Reginald Bowman, President, Citywide council of Presidents of NYCHA; Charles Fisher, Randy Fisher, & Ahmad "Armando" Quazi Jr of the Hip-Hop Summit Youth Council.

The Power in Public Housing campaign was created to display the political and economic power that exists in Public Housing. Only 15% of the eligible voters are registered leaving 85% as an untapped voting block that could decide the next President of the United States. There are close to 1 million residents living in public housing or receive section 8. With all the HYPE surrounding the 2008 **RACE FOR THE WHITE HOUSE** you can rest assured that we are experiencing the most exciting moment of America's young Political History. For the first time an African-American may be elected the 54th President of the Greatest Nation on Earth and residents living in Public Housing can play a strong role towards making that dream a reality.

During the event Proclamations from Governor David Paterson, Mayor Bloomberg and Senate Minority Leader Malcolm Smith were represented to Ralph McDaniels of Video Music Box. As a native of Brooklyn he felt that it was important to bring his accomplishments back to the people that supported him from his roots and to show the youth celebrating Family Day that they can also be successful if they put their minds to the task. Last month in Central Park the elected official presented a proclamation to Uncle Ralph proclaiming July 18, 2008 as Video Music Box day in the State and City of New York in recognition of his 25 years of service as the shows host and producer, as well his many outstanding contributions to the community. There were many in the audience that could not attend the July 18th event and the HSYC felt that this would be a great opportunity to show their love to Uncle Ralph and allow the people share some of the success surrounding his 25th year anniversary.

"Working to empower the citizens in public housing has been a challenge that we have worked on for years and thanks to Operation S.N.U.G. we now have the tools and partnerships to truly make a

difference. Reducing gun and gang violence, improving the academic grades of failing students, offering jobs, training and economic opportunities to residents will give the people in Public Housing the tools they need to improve their conditions” stated Charles Fisher, founder and chairman of the Hip-Hop Summit Youth Council. “The economic buying power of 1 million residents in New York and over 5 million throughout the country is enough to get the attention of major corporations and elected officials and we are now prepared to put the keys in the ignition. Not only do the residents have real buying power, but they also have a political voting block that can influence local and national elections. Partnering with Reginald Bowman and NYCHA is one of the best moves we have ever made and I am looking forward to using the influence of the Hip-Hop Community to improve the quality of life for the residents living in Public Housing” ended Fisher.

“Partnering with the Hip-Hop Summit Youth Council to empower the residents of public housing is a relationship that I strongly believe will finally empower our residents. As the newly elected President of the Citywide Council of Presidents, I will do all I can to improve building services, security and community programs that support our youth and seniors. Quite a few Hip-Hop Stars were raised in Public Housing and it is only fitting that they return to offer their talent and resources to empower the residents so that they can make a difference. I want to thank all those that supported this event and Brooklyn Boro President Marty Markowitz for the Proclamation proclaiming August 23 as “Seth Low Houses Family Day” in Brooklyn, as well as the awards to our youth for their outstanding achievements. I will reach out to NYCHA and other groups to support the “Vote 4 New Hope” campaign because public housing is the voting block of the future and I am committed to show the residents and our elected officials the newfound “Power in Public Housing” ended Reginald Bowman, Citywide Council of Presidents of NYCHA.

“The Power in Public Housing campaign and the Vote 4 New Hope initiative are two of the most exciting projects that I have witnessed in a while. I am here today to lend my support to ensure that we provide the youth, seniors and all residents with the safety and opportunities that will make life better for those that live in the projects. This year I am celebrating my 25th year anniversary thanks to all of you and I appreciate all your support so I am here today to give back. To be successful you can never let anyone kill your dreams because success starts in the mind first. If you think big, you can be big, but it all starts by having the mental attitude and physical work ethic of a winner” ended Ralph McDaniels, air personality, Video Music Box and Hot 97 Radio.

“As a member of the Obama team we understand the potential power that rests in public housing and we will do all that we can to support the Power in Public Housing Campaign and the Vote 4 New Hope Project. With the elections as tight as they are, it is important for residents to unite so that their voices make life better for their families can be heard on a National level. This is a rare opportunity for those living in public housing to show their strength and ability to play a major role in the direction of this country and I know that the Senator Obama will do all he can support this campaign and help address the many issues that plague the residents living in public housings” ended Rashad Drakeford, National Youth Coordinator for Barack Obama.

“Playing basketball is the joy of my life but I had to take time out today to come out and support this movement to make life safer for the children and seniors in Public Housing. If we all work together this movement will be a “slam dunk” for the residents” ended Escalade of And 1.

“Hip-Hop has a strong influence on our youth here in the US and worldwide. I will continue to use its influence to help empower the residents of Public Housing by offering the youth residents a chance to be a part of the many international initiatives that we have to offer which will give them a better prospective of how to plan their future. It is important for young people to travel and take advantage of the global opportunities that can change their views of the world and their goals in life” ended Armando Quazi, Director of Global Affairs, Hip-Hop Summit Youth Council.

“I have many family and friends that live in Public Housing and this is an initiative that is long overdue. I will do all that I can to stop the violence, improve schools and offer viable alternatives to our youth and young adults who truly want to improve their life and make a difference” ended Terry Corley.

“I’m here today as an elected official because I believe in the Power in Public Housing and I want to show the residents my support for the “Vote 4 New Hope” campaign. Through this very important initiative it my hope that every resident will finally step up to the plate and register to vote. The numbers will give me the leverage to solicit additional funding and resources for the community. I am here to encourage young people to be a part of the solution and not the problem and it starts when you perform your civic duty by registering to Vote” ended Congressman Ed Towns.

“We are glad to get this campaign off the ground with the elections right around the corner. We are committed to bringing a host of resources to the public houses and we look forward to helping improve their conditions” stated Randy Fisher, executive director, National Hip-Hop Summit Youth Council.



Reginald Bowman, Charles Fisher, Congressman Towns, Randy Fisher, Rashad Drakeford (left Pic)
Rashad Drakeford, Charles Fisher, Randy Fisher, Escalade (AND-1), Assemblyman, Ahmad Quazi (right pic)