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### ENTERTAINERS 4 EDUCATION ALLIANCE ALIGN THE STARS FOR ANNUAL STAY IN SCHOOL CONCERT, IN AN EFFORT TO KEEP STUDENTS IN SCHOOL OCT 28<sup>th</sup> IN NYC.

**New York, NY** October 8, 2008 Entertainers 4 Education Alliance, Inc., a national organization that utilizes the star power and influence of celebrities to help encourage youth to stay in school, gears up to present their marquis event, the annual star-studded **Stay In School Concert, Tuesday, October 28<sup>th</sup> at New York's Manhattan Center**, 311 W. 34<sup>th</sup> Street, from 3pm to 6pm. The event is presented by apparel leader **Southpole** and New York's #1 radio station **HOT 97**, and is hosted by **HOT 97** "Early Morning Show" personalities, **DJ Cipha Sounds and Rosenberg**. Attendees and performers include R&B sensation **Ryan Leslie**, MTV's "Making the Band" winner, **Donnie Klang**; "America's Next Top Model" winner and LOT29 endorser, **Jaslene Gonzalez**; Bad Boy recording artist **Cherri Dennis**; State Senator Minority Leader **Malcolm Smith**; MTV's "TRL" host **Julissa Bermudez**; music mogul **Jim Jones**; celebrity fashion stylist and "Glam God" contestant, **Indashio**; Def Jam recording artist, **Juelz Santana**; Jive recording artist & judge of "America's Best Dance Crew" **Lil' Mama**; music industry powerhouse, **Kevin Liles**; New York Knicks legend **John Starks**; MTV correspondent **Sway Calloway**; "Chicken Noodle Soup Dance Craze Inventor" **DJ Webstar**, EMI/ Capital Recording Artist **MIMS**; Hip-Hop newcomer **ATM** and a special announcement from multi-media superstar **Bow Wow**.

Already in it's third year, the event will prove to be bigger and better with the concert being webcast to thousands of students across the nation. While the spotlight will be on the celebrity performances, fashion show, and testimonials about the importance of education, E4EA hopes the highlight of the event will be the message itself, the importance of education, personal advancement and social commitment. The event will also feature college information tables, mentoring, recruitment stations and a host of resources designed to assist the students in their plights towards academic and personal excellence. **"The national dropout rate for Black and Hispanic students is almost 50%. New York State has the highest dropout rate for Black and Hispanic students of any state in the nation. Approximately 7,000 students will drop out of school every day nation wide."** USA TODAY

**Tonya Lewis Co-Founder Executive Director Entertainers 4 Education Alliance** says "The drop out rate in this country is both alarming and devastating; we must continue to drive home the message to our youth that education is necessary. I applaud the many celebrities and public figures who will take time out of their grueling schedules to stand with us on this issue and the many schools, community based organizations that will provide the resources these students need to be successful".

**Ebro Darden Programming Director for HOT 97 FM** stated "Hot 97 and the Entertainers 4 Education Alliance have been partners for the last three years and it has been a wonderful way to reach and interact with New York City's Youth. This partnership has allowed us to celebrate students that are doing well in school and encourage others to continue their education.

"In addition to celebrity appearances and performances, **Southpole**, the apparel industry's leader in street wear and this year's presenting sponsor for the "Stay in School" Concert, will present over 20 looks from their Fall/Winter 2008 Collection. This fashion showcase will be led by celebrity spokes model and America's Next Top Model winner, Jaslene Gonzalez, who is the first Latina to win the coveted title! "My education is one of the greatest assets I have - I am glad I stayed in school because it has given me the skills to be successful in my career," says Gonzalez. **David Strumeier**, senior vice president of licensing, marketing and new business development for Southpole, adds, "As one of the most successful street wear brands that targets the young adult market, Southpole is committed to empowering today's students and tomorrow's leaders. By teaming up with the Entertainers 4 Education Alliance and participating in the 'Stay In School' Concert, we have the ability to communicate a very powerful message by combining two

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things that all kids love: MUSIC and FASHION! In addition to the fashion show, Southpole will feature a 30-second promotional trailer directed and produced by Planet B-Boy's, Benson Lee. The highly acclaimed film is set to release on DVD in early November and will feature the Southpole clip in the previews.

**Additional sponsors include ICEPOD**, (luxurious wearable jewelry for iPods, the iPhone, and other popular hand-held gadgets); **WhiteCastle** who will host a "CRAVE" room for select students, **Street Science** (the first school supply collection to promote education through style, design and hip-hop culture). Event supporters include **NYC Department of Education, Right On Magazine, Black Beat Magazine, US ARMY, City University of New York College Express, NY Public Library, M&M's, Coca-Cola,**

**Press Check begins at 2pm**

**Red Carpet begins at 3:00pm show-time is from 4pm-6pm.**

**About Entertainers 4 Education Alliance:** (E4EA) is a nonprofit organization dedicated to empowering youth by promoting education and positive decision-making. We enlist and utilize the talents and resources of the music and entertainment community to provide support and encouraging messages to our young people. **E4EA recently launched the "I WILL GRADUATE CAMPAIGN"**, a national call to action for students, parents, and the entire community to increase educational achievement. E4EA is looking for **ONE MILLION** students each year to pledge that they will graduate and pursue higher education. We want parents and the community to support students in obtaining a high school diploma and college degree. Students who pledge will receive special incentives and an invitation at the end of the school year to attend a special webcast event with a popular celebrity artist.

**About SOUTHPOLE:** For over a decade, Southpole ([www.southpole-usa.com](http://www.southpole-usa.com)) has been a leading fashion brand in the street wear apparel industry. As the flagship brand of Wicked Fashions, Inc., Southpole reaches markets in the United States, Asia, and Europe with their affordable, yet stylish denim, sportswear, outerwear, footwear and accessories for young men, juniors, kids, and plus size. Launched in 1995, it was the first brand to fill a niche for reasonably priced, street wear clothing that appeals to a diversified, multicultural, mid-tier retail consumer. Southpole continues to build on its' strong brand identity as active participants in several community programs --- which include sporting events, celebrity promotional appearances and performances as well as notable philanthropic activities. Currently, actress and model, KD Aubert serves as the brand's celebrity endorser.

**About HOT 97 WQHT:** **HOT 97** is the premier Hip Hop radio station in America. It is the epicenter for the New York Hip Hop culture playing a music mix of current R&B and Hip Hop music. With well known personalities who epitomize the Hip Hop culture like Funkmaster Flex who has five gold cds and Angie Martinez, a former Grammy nominee, HOT 97 has become the home of Hip Hop's biggest stars like P. Diddy, Ja Rule, LL Cool J, and Jay Z. Major promotions like the annual Summer Jam concert sell out within minutes of being announced. HOT 97 is targeted to the 12-34 year old and is committed to contributing to the youth of the community through their Hip Hop Has Heart Foundation and its Hip Hop Symphony program, providing instruments to under-funded music programs in New York City's public school system

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