

FOR IMMEDIATE RELEASE



Second Annual Hip-Hop in the Park

Sat. May 23, 2009 / 12 PM to 8 PM

@ Louise McKinney Riverfront Park

www.hiphopinthepark.ca

FREE

Hip-Hop culture is a blessing to millions of people worldwide and is certainly a cause for celebration. So every third Saturday of May, we celebrate it during the international "Hip-Hop Appreciation Week," which is sanctioned by KRS-One's Temple of Hip-Hop and the United Nations. **According to the UN, Hip-Hop is the world's fastest growing culture.**

So what makes it a culture? It's the rapper, the DJ, the graffiti writer, the breakdancer, the beat-boxer, the producer, the language, the fashion, the street knowledge. Today its roots are so deep that it has become one of the world's most influential forces. Edmonton is no exception. So let us expose you to Hip-Hop culture and show you all the positive things that it does for your city, and the people who call themselves "Hip-Hoppers."

Last year's inaugural event saw approximately 700 people of all ages indulge in a beautiful May day full of good vibes, free food and true culture.

Overall the event was a success, however, concerns were raised about foul language and adult lyrical content. **The issue of language and content has been addressed for the second annual show.** We assure you that proper precautions have been taken to ensure that does not occur again this year. After seeing the amount of children at last year's concert, we knew that spreading anything but a positive message about hip-hop, and through hip-hop, does nothing to encourage the next generation to carry the culture.

And we are doing it even bigger this year, with more food, more staff and more activities. **From noon to 8 p.m. on Saturday, May 23**, we're welcoming anybody, hip-hop heads or hip-hop novices, to come on down to **Louise McKinney Riverfront Park (south of Shaw Conference Centre, 9529 Grieson Hill)** to tag a graffiti wall, spit a freestyle rap, dance on the linoleum, enjoy the food or participate in a workshop at the gazebo. **One thousand people are expected to come.**

It's free.

For schedule of performers and workshops, visit www.hiphopinthepark.ca

The Hip-Hop in the Park Foundation is a non-for-profit organization that relies on donations. Several fundraisers and silent auctions throughout May are planned leading up to the event, including a Hip-Hop-themed floor hockey tournament, a rap battle, a producers battle and a garage sale. For a full list of fundraisers visit <http://tinyurl.com/hhitp>.

Contact:

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"Rap is something we do. Hip Hop is something we live." - KRS-One, founder of The Temple of Hip-Hop