



FOR IMMEDIATE RELEASE

Media Contact: Isaiah Muhammad

Community Coalition

Phone: [\(323\) 774-2157](tel:3237742157)

isaiah@cocosouthla.org

Russell Simmons and 500 South Los Angeles Youth Pledge to “Keep the Peace” on Wednesday, February 4

Event Part of National RushCard Initiative to Promote Peace & Reduce Youth Violence in Major Cities Across U.S.

Los Angeles–February 3, 2015: Hip-hop pioneer and activist Russell Simmons has used his platform to bring light to pressing issues facing the nation, and young men of color in particular. Most recently, he met with New York Governor Andrew Cuomo to discuss reforms to that state’s criminal justice system. Now, he is bringing his mission for change to the heart of South L.A., a primarily Latino and African-American section of Los Angeles.

“I believe that having Russell Simmons engage the urban youth is a powerful thing. We don’t always get the opportunity to hear from leaders who are heavily involved in the movement for change for all black and brown communities”, said Christian Moton, a youth leader at Dorsey High School.

Russell Simmons will join Christian and 500 other South Los Angeles youth to take a pledge for peace on Wednesday, **February 4** at **10:00 AM** at Susan Miller Dorsey High School.

At a time when the nation is immersed in a dialogue on the violence facing young people of color from Ferguson to Los Angeles, Simmons will speak to the students about living a peaceful life and reducing violence. Students will sign a pledge and share how they plan to put their peaceful lifestyles into action.

The event is being held in partnership with **Community Coalition** and is part of **RushCard's Keep the Peace** initiative, a national grant program designed to support nonprofit, community based organizations across the country promoting peace and reducing youth violence.

WHO:

Russell Simmons, Founder, RushCard

500 students from Susan Miller Dorsey High School

Marqueece Harris-Dawson, President and CEO, Community Coalition (currently on leave)

WHAT:

Media Check-in (9:30AM)

I. Welcome (10:15-10:30AM)

*Remarks from Marqueece Harris-Dawson, past President & CEO of Community Coalition and Dorsey youth leader.

II. Peace Talk with Special Guest Russell Simmons (10:30-10:45AM)

III. Q&A Session & "Peace Pledge" (10:45-11:05AM)

*Photo opportunity: Russell Simmons will take the "Peace Pledge" with Dorsey students and Marqueece Harris-Dawson.

IV. Next Steps & Closing (11:05-11:15AM)

* Photo opportunity: Students will present a thank you gift

Students and Russell Simmons will be available for photo opportunities and to speak with the media.

WHEN:

Wednesday, February 4, 2015

Time: 10:00 AM – 11:15 AM

Press check-in: 9:30 AM

WHERE:

Susan Miller Dorsey High School (Auditorium)

3537 Farmdale Avenue

Los Angeles, CA 90016

**Media wishing to cover this event must make advance arrangements. RSVP to
Isaiah Muhammad at Community Coalition at (323) 774-2157
or isaiah@cocosouthla.org.**