



**For Immediate Release**

**Rickey Smiley, Mayor Pro-Tem Dwaine Caraway, KBFB 97.9 The Beat, The City of Dallas and the MLK, Jr. Family Clinic present The First Annual “Hip Hop for HIV” Concert!**

Dallas, TX, August 4, 2008 – Radio One, Inc.- Change is necessary for forward movement and growth ...and this September that movement means survival as **Rickey Smiley, Mayor Pro-Tem Dwaine Caraway, KBFB 97.9 The Beat, The City of Dallas and The MLK, Jr. Family Clinic** launch an initiative throughout the Metroplex with an event to educate the community on the epidemic of HIV/AIDS redwith **The First Annual Hip Hop for HIV** concert on **September 14, 2008 on the Steps of Dallas City Hall at 1500 Marilla Street from 2:00PM to 6:00PM**. Their mutual vision is to first increase awareness in changing the stigma of fear associated with HIV/AIDS with encouraging all to know your status and eventually eradicate the spread of the disease itself!

Knowing your status and *“testing for tickets”* is the core concept of this soon to be annual event. Testing sites will be designated throughout the DFW Metroplex as **Rickey Smiley, Mayor Pro-Tem Dwaine Caraway, KBFB 97.9 The Beat, The City of Dallas and the MLK, Jr. Family Clinic** will collaborate with several community based organizations to begin confidential testing from **August 9, 2008 to August 13, 2008**. Anyone tested will receive one free ticket to gain entry into the concert September 14, 2008 beginning at 2:00 PM from 6:00 PM on the Steps of City Hall at 1500 Marilla Street.

HIV/AIDS is more than an epidemic; it has become a pandemic with the most impact being prevalent in the African American community. African Americans have accounted for more than 320,000, or 38 percent, of the more than 833,000 estimated AIDS cases diagnosed since the beginning of the epidemic. In 2002, in Dallas County alone there were 1,271 new HIV cases and 548 new AIDS cases reported and the numbers have continued to rise. Globally more than 16 million people have died of AIDS and more than 16,000 people become newly infected each day.

*“Testing for tickets”* is one creative way to address the disease whereas those tested, specifically the age group between **15 to 30 years of age**, will learn their status and take not only proactive measures to maintain a healthy lifestyle by utilizing preventative measures and becoming more knowledgeable of the disease but most importantly better informed on the social and medical services available to treat those infected or affected by HIV/AIDS locally, regionally and nationally.

The concert, scheduled for **September 14, 2008 from 2:00 Pm to 6:00 PM** on the **Steps of Dallas City Hall at 1500 Marilla Street** will feature international, national and local Hip Hop artists such as *David Banner, Mike Jones, Bun B, Day 26, Pleasure P, Young Berg, Trap Star and more!!!!* These artists will further facilitate on the importance of knowing your status, commending those in attendance that stepped up and continuously encourage that the message of education and prevention not be forgotten throughout their performance.

The First Annual Hip Hop for HIV/AIDS Concert...is the event with goals to eradicate any and all fears of an epidemic that has changed direction...and *will* continue to change...if we don't.

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