

## Second Annual Hip-Hop Leadership Camp August 10-13

Written by Keith ID2778

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The second annual Hip-Hop Leadership Camp to be held at UCLA August 10-13. Public figures from the worlds of music and entertainment will convene to conduct daily seminars for at-risk children from the Los Angeles area.

This year's speakers include Sway (MTV's Hip-Hop correspondent and Co-founder of the Sway & Tech Wake Up Show), DJ Skee (DJ, personal DJ for hip-hop artist The Game, Radio DJ for Sirius & Founder of Marketing Co HYPE PR ), Big Paul (Sr Director Promotion Mixshow Radio, National, Universal Music Group/Motown), Big Jon Platt, (Executive Sr. VP Urban Music, EMI Music Publishing), Cynthia Johnson (Sr. Vice President Warner Bros Records), Chino XL (hip-hop artist), Gary Jackson (Professor – Hip Hop Business at UCLA), Davy D (Hip Hop historian, journalist, DJ and community activist) Angela Sanchez (Director, Online Marketing Universal Video and Distribution), Myra McCaskill (CPA; Director, Marketing Finance and Planning Geffen, with more to be confirmed including special surprise guests.

The purpose of the camp is to challenge youth to look beyond dreams of being artists, by empowering them with the tools to become business people.

During the second week of August, 35 inner-city youth will be housed on the campus of UCLA where they will undergo a five day apprenticeship at the hands of some of the industries top professionals. The Hip Hop Leadership Camp (HHLC) utilizes the music, entertainment, communication, and technology industries as a medium to promote leadership and the empowerment of at-risk youth by introducing and illustrating career tools via hands-on workshops with DJs, radio personalities, artists, video producers, business managers, accountants, marketing/A&R representatives, and lawyers. "This camp is more than just a series of classes," explains camp founder, Karen Levy, "The personal interaction and application of the skills acquired in the program gives them the chance to experience their potential as future leaders by using their love of hip-hop and entertainment as a learning tool."

Bay Area rap artist E40, and Mister Cartoon (World Famous Tattoo and Entertainment Artist) were among the artists on hand at last year's camp who equipped the youth with life changing advice on the business of entertainment. Along with educational workshops, the camp incorporates discussions geared toward leadership training and social responsibility, as well as recreational activities. The focus of all activities includes team building, goal setting and leadership development through the hip-hop culture and entertainment industry.

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For more details visit [www.HipHopLeadershipCamp.com](http://www.HipHopLeadershipCamp.com)