

Hip Hop Entrepreneur to Visit South Africa

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Hip Hop entrepreneur and co founder of Def Jam Records and founder of Russell Simmons Music Group, Russell Simmons, has accepted an invitation by the Diamond Information Center to lead a humanitarian fact-finding mission to South Africa and Botswana, November 26 through December 4, 2006.

As the owner of the Simmons Jewelry Company the hip hop entrepreneur is interested in learning how his relationships in the diamond business can help to enhance the educational and economic empowerment of people and communities in Africa.

Simmons Jewelry Company is a joint venture with M. Fabrikant & Sons, one of the worlds largest distributors of polished diamonds and jewelry that develops jewelry lines for Simmons B aby Phat, Phat Farm, Def Jam, Kimora Lee Simmons and Russell Simmons brands.