

## Kedash RB Hip-Hop Diva Extraordinaire

Written by Robert ID1390

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The R&B Hip-Hop Diva Kedash is giving away 1,000,000 of her Tasty T-Shirts in her Sing For A Cure campaign to raise awareness of breast cancer and why it is so important for women to be tested regularly. With the release of her new album Tasty and the lead single of the same name, Kedash's record label wanted to do something to promote her new CD so they were going to just give away a couple of T-Shirts. However, Kedash stepped in and suggested that the label also support a charitable organization as a way to give something back to the community instead of the self-serving act of promotion and profit alone. With the help of a private investor they decided to give away 1 million T-Shirts. Because the T-Shirts display the word Tasty across the chest of the wearer and because the song Tasty sings about the beauty of a woman's body it was perfectly fitting that the selected charity was one that seeks to preserve the health and beauty of a woman's body.

Breast cancer is the most common cancer to affect women. In 2004, it is estimated that about 216,000 new cases of invasive breast cancer will be diagnosed in the United States, along with 59,390 new cases of non-invasive breast cancer. Every woman is at SOME risk for breast cancer—this is merely the "risk" of living as a woman. But there are many risk factors that can make one woman's picture differ substantially from another's. When you understand your own particular risk profile, you are in a better position to manage it and don't have to fear the unknown.

Young women pride themselves on having great bodily attributes such as a sexy body or a full chest and welcome every chance to accentuate their figure in a most appealing light. What better way to get thru to these women than in a great song that they enjoy hearing and singing to on the radio from an artist who gives them another chance to accentuate their assets in the form of a T-Shirt that speaks directly to them. Kedash who is a trained Surgical Technologist herself gets to witness, first hand the affects of life threatening diseases such as breast cancer on a regular basis and knows that a greater awareness has to be raised among women of all ages and ethnicities.

Kedash's song Tasty is receiving regular airplay on Power 96 (WPOW Miami-Fort Lauderdale, Market #12) and number of other Hip-Hop/R&B and CHR/Rhythmic radio stations. Kedash's album Tasty can be found at a number of major music stores including Sam Goody and at every music retailer online. Sky Hi Records, Inc plans to run the 1,000,000 T-Shirt give-away thru the month of August 2005. Sky Hi Records, Inc. will also donate .25¢ of each Tasty CD that is sold thru their website only to one or more charities that raises awareness and/or actively seeks a cure for this ravaging and life threatening disease. This .25¢ is roughly 50% of what most major label artists receive as payment for each one of their CDs sold at retail. You can get more information on this promotional offer from her website at [www.kedash.com](http://www.kedash.com) . Certain

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You can request your FREE T-Shirt, purchase Kedash's Album Tasty and get further information on Breast Cancer examination, treatment and awareness by visiting Kedash's website at <http://www.kedash.com> .