

Hip Hop and Reggaetone Artists do Red Cross PSA's

Written by Robert ID3246

Sunday, 21 January 2007 13:45 -

Multi-platinum hip hop recording artists Wyclef Jean and Jermaine Dupri and reggaetones multi-platinum artist

Daddy Yankee have joined forces with the American Red Cross to help save lives with a series of public service announcements (PSA's) for television, print, and radio.

Daddy Yankee is currently a member of the Red Cross Celebrity Cabinet, while hip hop entrepreneur Jermaine Dupri is a former member, and hip hop rap artist Wyclef Jean is a Red Cross supporter.

The Red Cross developed these new public service announcements (PSAs) to help urban communities across the country to prepare for emergencies and feel safe in this ever changing world. These PSAs were created specifically to reach a new generation of volunteers, and to encourage people of all races, ages and ethnicities to support the Red Cross in their community.

Feel free to post these ads to websites, radio shows, podcasts, or other outlet that may be interested, and please email simmonsl@usa.redcross.org if there are any questions. Anyone interested in having a web banner created from print ads should also send an email for more information.

Television:

Wyclef Jean on creating a disaster kit: <http://www.redcross.org/press/psa/psaTV.html#preparedness>

Wyclef Jean on volunteering with the American Red Cross:

<http://www.redcross.org/press/psa/psaTV.html#volunteer>

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Daddy Yankee on the importance of blood donations:

<http://www.redcross.org/press/psa/psaTV.html#biomedical>

Daddy Yankee in Spanish on volunteering

<http://www.cruzrojaamericana.org/imagesup/psa/7232.mov>

Radio:

Jermaine Dupri on the importance of blood donations:

<http://www.redcross.org/press/psa/psaRadio.html#biomedical>

Jermaine Dupri on volunteering with the American Red Cross:

<http://www.redcross.org/press/psa/psaRadio.html#volunteer>

Wyclef Jean on volunteering with the American Red Cross:

<http://www.redcross.org/press/psa/psaTV.html#volunteer>

Print:

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<http://www.redcross.org/press/printads/volunteer/>

Daddy Yankee in Spanish on volunteering with the American Red Cross:

<http://www.cruzrojaamericana.org/imagesup/psa/35760.DaddyYankee01.pdf>

And

<http://www.cruzrojaamericana.org/imagesup/psa/35760.DaddyYankee02.pdf>

Check them out.