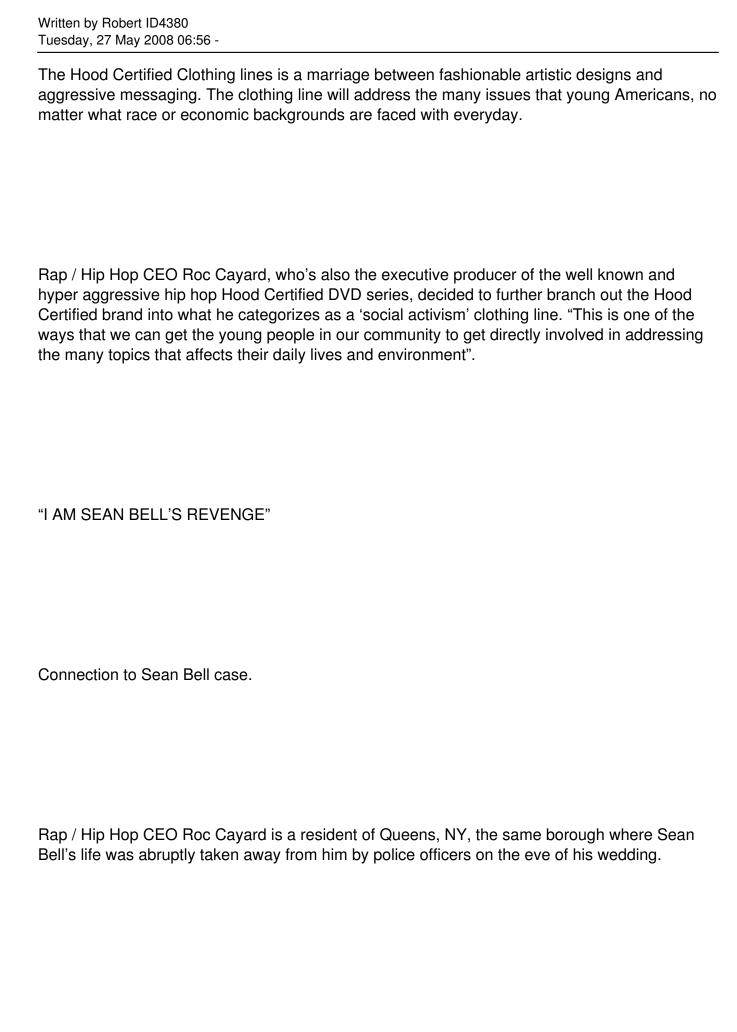
Written by Robert ID4380 Tuesday, 27 May 2008 06:56 -



The Public's overall disappointment in the justice system's acquittal of all three police officers that were involved in firing well over 50 shots that killed unarmed motorist Sean Bell in Queens, NY., has prompted Rap / Hip Hop CEO Roc Cayard, Brand Manager at Hood Certified Clothing to launch a Social Activism Clothing Line.

The Sean Bell story will eventually completely fall off the Television news headlines and from the radar of all media, but for us that are in these communities, it is our responsibility to make it a point that no day goes by without remembering the injustice that was carried out against the Bell family and against all of humanity on April 25th, when the Judge announced the non guilty verdicts.

Rap / Hip Hop CEO Roc Cayard, Brand Manager at Hood Certified Clothing reminds us "this is far from being a racially motivated issue because keep in mind that half of the police officers that were facing charges were minorities themselves. The verdict of Not Guilty was carried out by a bias court Judge. This is a matter of voicing our opinion to prevent further injustice from happening in our communities".



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"When what happened to Sean Bell first hit the news the following morning the whole community was up in arms. Then when the pictures of the police officers were shown in the media things then kind of simmered down and when the Not-guilty verdicts were announced there was a sense of discouragement and a further lack of trust for the system. So with the Hood Certified Clothing line we will motivate the pubic to take on an aggressive but positive approach towards every sensitive topic to motivate change", says the Queens Rap / Hip Hip CEO Roc Cayard.

The Clothing line's 1st official design is 6 brightly bolded words "I AM SEAN BELL'S REVENGE" on black T-shirts.

A portion of the proceeds from all sales of the "I AM SEAN BELL'S REVENGE" T-shirts will go towards establishing a community educational program in Queens, NY

Please visit <a href="http://">http://</a> <a href="http://">WWW.HOODCERTIFIEDCLOTHING.COM</a> for more information and to order.

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