

Michael MadsenDeejay Ra Record Hip-Hop'Literacy'PSA

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"Reservoir Reading" was the theme of a highly anticipated one-hour meeting between American cinema icon Michael Madsen and Canadian music personality Raoul Juneja (a.k.a. Deejay Ra), arranged by the "RebelFest" Film Festival Directors at the Royal York Executive Hall September 11th in Downtown Toronto.

Recording an exclusive high school and campus radio PSA in addition to planning new educational-themed initiatives for his latest poetry collection and audiobook, Madsen now joins fellow Tarantino alumni Robert Forster and American literary legend Elmore Leonard as a supporter of Juneja's "Hip-Hop Literacy" campaign, encouraging movie and music themed books to students uninterested in reading as alternative literacy developing methods in the midst of entertainment media's strongest digital age.

For more about Michael Madsen or Deejay Ra visit www.MichaelMadsen.com and www.LyricalKnockout.com respectively.

*Photo Credit - Press Photographer Bob Gundu