

Hip-Hop Rap Stars to do BET Telethon

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Black Entertainment Television (BET) will bring together stars of music and entertainment in alliance with the National Urban League, American Red Cross, Hip-Hop Summit Action Network, Essence Communications and major recording labels for a primetime telethon to raise much needed aid for the victims of Hurricane Katrina.

The telethon will feature a roster of rap and hip-hop culture superstar artists, many with ties to the affected areas, including Wynton Marsalis, Master P, David Banner, Juvenile, Baby and Lil Wayne (Cash Money) along with Russell and Kimora Lee Simmons, Alicia Keys, Jay Z, Kanye West, Island Def Jam Music Group Chairman Antonio "L.A." Reid Common, Usher, Nick Cannon, Omarion, Pharrell Williams, Ciara, Ludacris, Keyshia Cole, Avant, Gerald Levert, Lyfe, Twista, Stevie Wonder, Brandy, Wyclef, Erykah Badu, Al and Star Jones Reynolds, Chris Rock and more.

Celebrity participants will give of their time and resources in an inspiring effort to address tremendous devastation in Louisiana, Mississippi, Alabama and elsewhere.

Telethon viewers will be able to call designated toll-free phone numbers to make financial pledges to the Red Cross relief efforts.

The telethon is set for Friday, September 9th on BET, starting with a special benefit episode of 106 & PARK: BET's TOP 10 LIVE at 6 p.m. ET*, followed by the telethon from 7:30 -- 10 p.m. ET* (*telethon is tape-delayed to the West Coast; toll-free pledge phone lines will be open).

For additional information, log on to <http://www.BET.com>