

Hip-Hop Designer Marc Ecko Presents

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Marc Ecko, founder of the world famous rhino brand of apparel, *ecko unltd., and who made a rhino logo into a hip-hop fashion statement; today announced details for "Marc Ecko Presents...Save the Rhinos," a benefit concert starring The Roots, De La Soul, MF Doom and other surprise guests.

Held rain or shine on Tuesday, June 28th at the Central Park SummerStage, the event merges one of today's greatest live acts, rap and hip-hop's The Roots, with the group that pioneered their eclectic mix of rap, funk, pop and soul, De La Soul. Doors open at 6pm and the first performance begins at 6:30pm.

Proceeds from the event will go directly to the International Rhino Foundation as part of Marc Ecko and *ecko unltd's multi-year financial commitment and overall partnership effort to double the populations of the Indian, Black, and Sumatran rhinos, three of the planet's most endangered species. As a symbol of this program, a baby Indian rhino born at the San Diego Zoo's Wild Animal Park in January was recently named "Ecko" after the well-known designer.

Commenting on the benefit, Mr. Ecko stated, "While the rhino has been an integral part of *ecko unltd.'s heritage since its beginning 12 years ago, it wasn't until we really studied this majestic animal and its daily struggles that a true affinity was born. It's because of this unique bond that we dedicated ourselves to saving the animal that provided our inspiration, and I am delighted to be joined by The Roots, De La Soul and MF Doom in this global effort."

Tickets are \$36 in advance, \$40 the day of the event, and are available from May 10th through select Ticketmaster Outlets, Online at www.ticketmaster.com and Ticketmaster charge-by-phone: (212) 307-7171, (201) 507-8900, (631) 888-9000, (845) 454-3388. Tickets are also available at "Fatbeats," located in New York City at 406 6th Avenue.

Central Park Summer Stage is located at Rumsey Playfield (enter at 69th Street and 5th Avenue).

Just last month Marc Ecko was honored for his work saving the rhino when a 3-month-old Indian rhino born at the San Diego Wild Animal Park was named Ecko in honor of the designer, who donated \$150,000 to launch the International Rhino Foundation's project to save the

species.

It is good to know that when you support a brand name that the person behind the name is concerned and does what he or she can to make a difference. One of the "main stays" of hip-hop is to keep it real. Mr. Ecko is to be recognized, as he has been, for being such a person. Read the entire article on the honor given Marc Ecko [HERE](#) .

About Marc Ecko Enterprises

The youngest member of the Council of Fashion Designers of America's board of directors, Marc Ecko is founder of *ecko unltd., the world famous rhino brand. In eleven years since its creation in 1993, the group of companies that comprise Marc Ecko Enterprises has grown to include: *ecko unltd.® men's and Eckored® women's apparel, as well as outerwear, footwear, watches, eyewear, underwear, belts, bags, hats, small leather goods, formalwear and more. Marc Ecko Enterprises also includes Marc Ecko "Cut & Sew" (a contemporary menswear line launched Fall 2004);

G-Unit® clothing and accessories (a joint venture with multi-platinum musician, 50 Cent); Zoo York® (a line of action sports-inspired clothing and accessories); Avirex® Sportswear Collection (a licensed mid-tier brand debuting Spring 2005); and Fetish™ (a women's accessories collection developed in conjunction with multimedia icon Eve). The Company also publishes Complex® magazine, a men's consumer magazine with a rate base of 315,000, and is developing Marc Ecko's Getting Up: Contents Under Pressure™, the first truly authentic video game based on urban culture and graffiti art debuting in the second half of 2005.

*ecko unltd. products are available in over 5,000 stores domestically and in over 45 countries internationally, as well as through 31 of its own retail stores across the country.

For additional information, please visit

www.marceckoenterprises.com

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About the International Rhino Foundation (IRF)

IRF's mission is to contribute to rhino conservation by providing technical, administrative and financial services and support for programs which emphasize intensive management and

scientific research both in situ (in the wild) and ex situ (in captivity) as equally important components of rhino conservation. Founded in 1989 as the International Black Rhino Foundation (IBRF) in response to intense poaching in Zimbabwe, the IBRF evolved into the IRF in 1993, expanding its mission to encompass all five species of rhino.

IRF's programs in nature concentrate on the species and subspecies most in need of, and most appropriate for, intensive protection and management.

IRF programs in captivity facilitate breeding and sponsor research with the ultimate objective of helping captive populations become truly viable and hence an integral part of conservation strategies for rhinos.

IRF has field staff in Africa and Asia and operates a full-time program office at White Oak Conservation Center in Yulee, Florida, a research and breeding facility focused on endangered wildlife, including White, Black, and Indian rhinos.