

Hip-Hop Entrepreneur Nelly's PIMProducer Contest

Written by Robert ID2097

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St .Louis hip-hop rap artist Nelly and Fillmore Street Brewery announced the second year of the (Pimp Juice) Scholarship Contest with a twist. The search is on for the first Positive. Intellectual. Motivated. "PRODUCER." The scholarship will be extended to students from all disciplines with no grade restrictions to compete to produce the most unique Pimp Juice or PJ Tight video commercial that best captures the essence of the energized, successful hip hop lifestyle promoted by Nelly's energy drinks. In addition, the contest committee will also consider the student's grade point average, extracurricular activities, and any other relevant factors.

Always on the cutting edge, rap artist turned hip-hop entrepreneur Nelly is giving students a breakthrough opportunity to create and produce a commercial for his Pimp Juice and/or PJ Tight energy drinks. This year in addition to cash prizes of \$5000 for 1st place, \$2500 for 2nd place, \$1250 for 3rd place, \$750 for 4th place, and \$500 for 5th place, the Top 10 commercials will be posted and played on the Pimp Juice website. Nelly's team is also fine-tuning potential plans to televise the Top 3 commercials all over the world. In the future, the P.I.M.P scholarship looks to increase and reach its potential goal of generating full scholarship opportunities.

Last year, Fillmore Street Brewery awarded two \$5000 scholarships to college students who achieved success in leadership roles and extracurricular activities as well as academics with the first P.I.M.P. (Positive. Intellectual. Motivated. Person.) Scholarship Contest.

The highly competitive P.I.M.Producer Contest is offering monetary prizes for the Freshman, Sophomore, Junior, Senior or Graduate student who submits the most creative and versatile commercial DVD or VHS. All participants must be students at least 18 years of age. Application deadline is no later than March 3rd, 2006.

Pimp Juice has been recognized by the respected industry trade BevNet (The Beverage Network) as the "People's Choice" for best energy drink, as well as being touted by Vibe magazine as the "best energy drink." Fillmore Street Brewery currently has 110 distributors across the country with international distribution in several countries including Canada, numerous European Countries, South Africa and Australia. Pimp Juice is also available in Sam Goody's and Spencer's Gift Stores.

Visit <http://www.letitloose.com/> for more information.

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