

## **Rap Hip Hop CEO Launches Social Activism Clothing Line**

Written by Robert ID4380

Tuesday, 27 May 2008 06:56 -

---

### **Rap / Hip Hop CEO Launches Social Activism Clothing Line**

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".

## Rap Hip Hop CEO Launches Social Activism Clothing Line

Written by Robert ID4380

Tuesday, 27 May 2008 06:56 -

---

The Hood Certified Clothing lines is a marriage between fashionable artistic designs and aggressive messaging. The clothing line will address the many issues that young Americans, no matter what race or economic backgrounds are faced with everyday.

Rap / Hip Hop CEO Roc Cayard, who's also the executive producer of the well known and hyper aggressive hip hop Hood Certified DVD series, decided to further branch out the Hood Certified brand into what he categorizes as a 'social activism' clothing line. "This is one of the ways that we can get the young people in our community to get directly involved in addressing the many topics that affects their daily lives and environment".

"I AM SEAN BELL'S REVENGE"

Connection to Sean Bell case.

Rap / Hip Hop CEO Roc Cayard is a resident of Queens, NY, the same borough where Sean Bell's life was abruptly taken away from him by police officers on the eve of his wedding.

## Rap Hip Hop CEO Launches Social Activism Clothing Line

Written by Robert ID4380

Tuesday, 27 May 2008 06:56 -

---

“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 public 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 [http:// WWW.HOODCERTIFIEDCLOTHING.COM](http://WWW.HOODCERTIFIEDCLOTHING.COM) for more information and to order.

## Rap Hip Hop CEO Launches Social Activism Clothing Line

Written by Robert ID4380

Tuesday, 27 May 2008 06:56 -

---