

FOR IMMEDIATE RELEASE

WORLD UP! BENEFIT SHOW & MIX-TAPE PRE-RELEASE EVENT KICK 2007 OFF WITH INTERNATIONAL HIP-HOP'S BIGGEST UPCOMING ARTISTS!!!

Join us on January 6th, 2007 at 9pm till 2am, at Winston Unity Center 235 W. 23rd St. 2nd Floor, \$5-10 cover sliding scale, no one will be turned away for this unique evening of music...

On January 6th, World Up! hosts an incredible evening of international music and collaborations as a kick off fundraiser to help raise money for their upcoming international hip-hop festival as well as sponsoring ground breaking educational programming in 2007. World Up! is looking at its biggest and brightest year yet. This event is an opportunity to celebrate the release of the first World Up! mixtape, scheduled to hit the streets in February 2007. World Up! also brings together some of International Hip Hop's most talented artists including Narcy of Euphrates (Iraq), Benchoummy of The Cheng Chang Crew (Haiti), Okai (Haiti), Pesu (Japan), MC Polo (Italy), La Bruja (Puerto Rico), Beatboxer Entertainment (NYC) and of course the DJ's rockin' the one's and two's...

Maga Bo (Brazil), DJ Boo of Juggaknots, and XXXChange of Spankrock will keep the beat live and the party moving.

Our special guest for the evening will be Maga Bo, a DJ/Producer based in Brazil. He will be holding down the evening and is also the magic DJ behind the mixtape. Maga Bo has collaborated with MCs and musicians from all over the globe and is a fantastic example of how people all over the world are redefining Hip-Hop for themselves. Although heavily influenced by Brazil, he has worked and recorded in Senegal, Morocco, South Africa and India. The mixtape reflects his diverse taste in music and the global connection that is Hip-Hop.

Founded in 2004, World Up! is a non-profit organization (501c3 pending) dedicated to educating the public about international cultures and issues that affect the global community through Hip-Hop and its related musics. Through our ongoing events, educational programming and our annual music festival we are actively promoting and fostering diversity, cross-cultural understanding and social change through Hip-Hop culture.

World Up! is run by a group of volunteers who come from diverse backgrounds and cultures but share a deep love for Hip-Hop and its use as a tool for social and political change. We have a well-established network of artists, DJ's, MC's, filmmakers, promoters and activists around the world. World Up! is also a resource for artists, musicians, educators, journalists, filmmakers, and activists to discuss and promote modern music from around the world that has been influenced by Hip-Hop. Recent initiatives of World Up! focus on community outreach and educational programs for schools and children's organizations.

FOR ANY PRESS INQUIRES OR TO ATTEND THE EVENT PLEASE CONTACT: CONNIE WOHN
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