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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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July 25, 2006

Ald. Mike McGee, Jr.  
(414) 286-2994

## MEDIA ADVISORY

### "Summer of Peace" and Ace "Em" Up Day Joint Press Conference to Address Violence in Milwaukee

As the culture of violence in Milwaukee continues at an alarming rate, leaders throughout the city are working to spread a message of non-violence and community empowerment.

A joint press conference will be held tomorrow by Ald. Mike McGee, Jr., the Summer of Peace Youth Leadership Circle and community activists to announce two initiatives which stress the need for new ways to effectively turn around the tide of violence.

**The press conference will be held tomorrow, Wednesday, July 26, 2006 at 11:00 a.m. at N. 4th St. and W. Juneau Ave., to announce plans for the 4th annual Summer of Peace Citywide Youth Rally on Thursday, July 27, 2006 in Kadish/Kilbourn Park in the 700-900 blocks of E. North Ave., and the 2nd annual Ace "Em" Up Day on August 5, 2006 at N. 4th St. and W. Juneau Ave. Media coverage is encouraged.**

Speakers will include Ald. Mike McGee, Jr., who has been promoting his own Code of Conduct initiative and Respect Kampain to steer young people toward non-violent conflict resolution, Youth Leadership Circle Representatives Brandi Rouse and Angel Attebury and George Martin of Peace Action Wisconsin.

"The Summer of Peace Citywide Youth Rally is a youth-led initiative that challenges residents, businesses and politicians to find new ways to decrease violence," said Ald. McGee. "This youth initiative can be a powerful voice to spread the message of peace," said Brandi Rouse. The Summer of Peace Citywide Youth Rally on Thursday begins with a peace parade at 11:00 a.m., and youth will deliver their own message of peace and unity throughout the day through poetry, conscious hip hop, dance, anti-violence art displays and speeches.

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## **Summer of Peace Rally/ADD ONE**

Other activities at the Summer of Peace Rally include a children's fun area, roller skating demos, peacemaker recognitions, live music and food. "We have to keep putting out that positive vibe because if we start feeling hopeless, that feeling will spread," said activist and musician KT Rusch.

The Ace "Em" Up Day is sponsored by Ald. McGee and the Unique Car Club and celebrates the Black man and his ride. All rides are invited to the car show, which will include live performances by Baby Drew, Coo Coo Cal, Ice Mone, D-Rock and Zulu King Kamanzi and the Host of Conscience rappers and poets. Free Afrofest tickets will be available, in addition to food, games and prizes.

## **2006 Jam 4 Peace Concert Urged To Encourage Peace, Not Promote Violence**

Ace "Em" Up Day will be held on the same day as the 2006 Jam 4 Peace, and Ald. McGee wants WKKV-FM-V110.7 and its parent company, Clear Channel, to utilize artists who promote peace and family values. The Common Council's Community and Economic Development Committee today unanimously passed a resolution by Ald. McGee which asks the promoters to promote values that encourage peace and harmony on the streets of Milwaukee. The measure goes to the full council on July 31, 2006.

"Many songs by artists who are performing at the 2006 Jam 4 Peace on August 5, 2006 contain lyrics with sexist, violent and explicit language with references to smoking, drinking and prostitution," said Ald. McGee. His resolution expresses the concern that the concert may promote actions that deliberately or inadvertently defame character and generate negative sentiments and actions that are inconsistent with the city's mission of achieving a peaceful and lawful society.

Ald. McGee says hip hop music has a prominent role in the culture of the city, but adds there are many hip-hop artists who promote peace, family values and other positive messages. "The promoters of Jam 4 Peace say their concerts aim to encourage peace and harmony on the streets of Milwaukee," said Ald. McGee. "Here is an opportunity for them to be more consistent with their message, and to nurture local artists and provide those artists with positive messages the opportunity to perform in future Jam 4 Peace productions."