

FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

May 11, 2007

Ald. Mike McGee, Jr.
(414) 286-2221

MEDIA ADVISORY

Unique Partnership Will Support Gun Buy Back Program, Create Jobs & Offer Entrepreneurship Opportunities

A news conference on Monday (May 14, 2007) will launch a partnership between Ald. Mike McGee, Jr. and Milwaukee-based clothing line Prettyboy U.S.A. The partnership aims to curb violence and increase entrepreneurship in Milwaukee, and Ald. McGee will endorse Prettyboy USA clothing in support of the Rapid Response Team, the Respect Kampain, and the Street Code of Conduct.

“This will be a socio-economic initiative aimed at curbing violence and creating entrepreneurship choices for youth and citizens interested in retail business opportunities,” Ald. McGee said.

Prettyboy, USA will launch its summer/fall line this August in Las Vegas, and will contribute proceeds from the sale of merchandise to the Gun Buy Back program that Ald. McGee launched two years ago. “Not only will I be supporting a local business, but also creating opportunity for youth and disenfranchised citizens who want to work, thus offering a constructive alternative to selling drugs,” he said.

“To support the Gun Buy Back program sends a positive psychological message to the community, and I applaud Prettyboy U.S.A. for stepping up!” he said.

The initiative is expected to create 50 retail jobs.

WHAT: News conference
WHEN: Monday, May 14 at 10:00 a.m.
WHERE: 2237 N. Dr. Martin Luther King, Jr. Dr.