



March 20, 2006

Ald. Mike McGee, Jr.
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Respect Kampain Tour Today To Address Cruising, Other Topics

*Ald. McGee Says Spike in Recent Cruising Activity a Hint of Things to Come if Issues
Not Addressed*

During a spring tour of Milwaukee schools that will swing down to the city's south side today, Ald. Mike McGee, Jr. will include discussions on cruising as part of an ongoing dialogue meant to deliver positive messages and nonviolent strategies to resolve conflicts among teens and young adults.

The Respect Kampain Street Code All-Stars School Tour – being coordinated by Ald. McGee, Jr. – will stop at 2:30 p.m. today at Bay View High School, 2751 S. Lenox St. The public is welcome and media coverage is invited.

Ald. McGee, who has proposed the creation of a city-designated cruising zone to draw cruisers away from commercial areas and residential neighborhoods that have been inundated with all-too-common nuisance activities such as loud music and littering, traffic violations, and other problems, said the issue needs to be honestly addressed by city leaders. "We have to start being proactive instead of reactive, because if we don't suggest options they (cruisers) will find their own options and destinations," the alderman said. "We need to look for outlets and solutions and not just hyper enforcement and ticketing by police."

The City of Milwaukee Youth Council endorsed the proposal by Ald. McGee for a designated cruising zone.

The Code of Conduct initiative, supported in part by a street code flyer outlining "rules to live by," is meant to steer young people toward non-violent conflict resolution and constructive activities, Ald. McGee said. Various community leaders and Hip Hop artists such as Gorilla Promotions, WinMill Records and Trio Recording Artists are joining Ald. McGee as participants in the Street Code All-Stars Tour.