



**REVISED: COMMUNITY ACTIVISTS PLAN TO RIDE, WALK, & RALLY FOR PEACE IN ALL 5 BOROUGHES: AUGUST 25, 2010!**  
**Erica Ford, A.T. Mitchell, Rev. Vernon Williams, Lance Goodwin, Suicide, Rev. Kathy Barrett-Layne, & Gloria Cruz – Supported by Russell Simmons, Michael Strahan, Others – To Stage Mock Funeral TOMORROW!**

- WHO:** Organizers **Erica Ford, A.T. Mitchell, Rev. Vernon, Lance Goodwin, Suicide, Rev. Kathy Barrett-Layne,** and **Gloria Cruz**, with concerned activists, NYC residents, entertainers, sports celebrities, and supporters.
- WHAT:** **“Tsunami of Peace: RIDE, WALK, & RALLY Against Violence” Rally**
- WHEN:** Wednesday, August 25, 2010 (see times below)
- WHERE:** All five boroughs of New York City; Brooklyn Bridge; and City Hall Park
- WHY:** Consistent with their anti-violence work over the past two decades in, **Erica Ford** (Co-Founder and Executive Director of LifeCamp, Inc.); **A.T. Mitchell** (Founder and Executive Director of Man Up, Inc.); **Rev. Vernon Williams** (Harlem Clergy and Community Leader's Coalition), **Lance Goodwin** (President of Trucked Out, Inc.), **Suicide** (President of Black Pearls MC), **Rev. Kathy Barrett-Layne,** and **Gloria Cruz** (Million Mom March Bronx Chapter) have joined resources to address the recent explosion of gun violence that has gripped New York City at its core this summer.

In a dramatic call to action, long-time organizers from all five boroughs will stage a *Tsunami of Peace: RIDE, WALK, & RALLY Against Violence* rally. There will be a funeral procession in all five boroughs. Donated Hertz funeral cars will assemble in each borough at **10:00 am** on August 25. The vehicles will then proceed to the foot of the Brooklyn Bridge. At **12:00 noon**, the community-at-large will then walk peacefully (or ride their bikes peacefully) over the bridge to Manhattan. The final destination is City Hall Park (located at Chambers and Center Street). At **1:00 pm**, the *Tsunami of Peace* rally will begin.

Supporters include Hip Hop mogul **Russell Simmons, Salt** (from Salt N Pepa), rappers **Jim Jones, Juelz Santana, Fat Joe, Maino,** and former NY Giant **Michael Strahan.**

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Activist and Rally Co-Organizer Erica Ford states: “The culture of violence is too normal in our communities. The organizers of the *Tsunami of Peace* rally are here to promote a culture of peace, instead. In addition to the mentoring, the educational programs, and the training of young people that we do every single day, we are gathering to say that more needs to be done by all sectors of the society, including all elected officials, parents, students, neighbors...everyone. No one has all the answers, but together we can solve this problem.”

Hip Hop mogul **Russell Simmons** added this statement in support of the *Tsunami of Peace* rally: "We cannot accept the constant violence and death in our communities as the norm. Time to stand up.”

## THE LOGISTICS:

***Tsunami of Peace Assembly Locations*** (for the mock funeral procession) | **10:00 am \***

- **Queens:** Guy R Brewer & Baisley Boulevard
- **Brooklyn:** Thomas Boyland & Atlantic Avenue
- **Staten Island:** Jersey Street & Richmond
- **Bronx:** 156th Street & Morris Avenue
- **Harlem:** 12th Avenue & 125th Street

\* (all locations)

**Peace Walk and Ride over the Brooklyn Bridge** | **12:00 noon**

(assemble at the foot of the bridge, Brooklyn side)

**Peace Rally in Manhattan** | **1:00 pm**

(at City Hall Park at Chambers & Center Street)

**NOTE:** Stay in the loop about the *Tsunami of Peace* rally and connect with some of the supporters via Twitter:

@EricaFordNYC

@UncleRush

@AKILAWORKSONGS

Use the tag **#RideTheWave** or **#ILoveMyLife**. Find these organizers and supporters on Facebook, too!

**CONTACT:** For more information about rally details, contact Erica Ford of LIFECamp at 917.361.4376.

All media inquiries are directed to April R. Silver of AKILA WORKSONGS at 718.756.8501 or pr@akilaworksongs.com or Facebook.com/AKILAWORKSONGS

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