

# 10<sup>TH</sup> ELEMENT OF HIP HOP

## HIP HOP IS GREEN

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### **Hip Hop Culture Makes Being Healthy Cool!**

**HIP HOP HEALTH & WELLNESS TOUR HEADS TO INDIANAPOLIS FOR URBAN LEAGUE'S  
EQUAL OPPORTUNITY DAY AND YOUTH GREEN DINNER: JUNE 16 - 17, 2017**

**CONFIRMED: Rapper STYLES P, Free Vegan Meals, and More!**

**Welcome to the Green Age of Hip Hop!**

**HIP HOP = Health Inside People & Health Outside People**

Indianapolis, Indiana - Today, Hip Hop Is Green (HHIG), an organization and national tour founded by health activist Keith Tucker, made two major announcements: (1) That HHIG has partnered with Indianapolis Urban League (IUL) to host two events: a Symposium and Youth Green Dinner, (2) "Health and Wellness" is the 10th element of Hip Hop (see the Hip Hop Declaration of Peace). The 10th Element Symposium will take place on Friday June 16, 2017 as part of IUL's Equal Opportunity Day at the Downtown Marriott and the Youth Green Dinner is on Saturday June 17th at IUL's Headquarters (addresses below). Confirmed participants include Hip Hop artists Styles P, SA-ROC, AshEl Seasunz, along with Chef Arielle and many others!

Since 2009, Hip Hop Is Green (HHIG) has served nutritious plant based meals to more than 5,000 youth and families in 10 cities. It uses hip hop culture to create awareness about how to start and maintain healthy lifestyles. In 2016, HHIG with support from many Hip Hop legends added "Health & Wellness" as the 10th Element of Hip Hop, it is preceded by the 9 elements: breaking, emceeing, graffiti art, deejaying, knowledge, beatboxing, street fashion, language, entrepreneurship. The 10th Element reclaims hip hop culture from its wayward commercialization that glamourizes violence, drug taking, drinking "lean" and other unhealthy and destructive habits that have become symbolic of hip hop culture and has unduly influenced our youth. Now, those behaviors are no longer in alignment with hip hop culture. HHIG is disrupting the negative narrative and are using the power of hip hop to create a healthier community to support the next generation.

#### **MORE ABOUT THE INDIANAPOLIS "HIP HOP IS GREEN" EVENTS**

10TH Element Symposium | Friday, June 16, 2017

The 10th Element Symposium is part of afternoon session of the Indianapolis Urban League's Equal Opportunity Day featuring an interactive panel discussion on health and wellness and hip hop culture. Plant-based foods, organic gardening, health equity, fitness, animal rights and food justice

will be discussed in-depth. Featured speakers include Roc Nation's Styles P of The LOX and co-owner with Jadakiss of several Juices for Life stores in New York City, SA-ROC, Sol Messiah, and AshEL Seasunz of Earth Amplified. Location: The Downtown Marriott, 350 West Maryland St, Indianapolis, IN 46225; Phone: (317) 822-3500. Symposium will begin at 2:30pm. Symposium Only tickets are Free with Registration on Eventbrite. Equal Opportunity Day tickets are available through IUL at <http://www.indplsul.org/events>

#### Hip Hop Green Dinner | Saturday, June 17, 2017

The Hip Hop Green Dinner serves youth/families a free plant based sit down meal prepared by professional chef with local produce using hip hop culture - musicians, youth poets & activists in health, environmental, food justice movements to inspire youth to improve diet, lifestyle, community & health. The dinner will utilize Hip Hop as a catalyst to promote health and wellness by introducing urban youth and families to a variety of healthy food and lifestyle choices in their communities. Featuring artists and speakers who live plant-based lifestyles, including performances by Styles P, emcee SA-ROC, AshEL Seasunz and more. Keith Tucker will host the event. Location: Indianapolis Urban League Headquarters, 777 Indiana Ave # 1, Indianapolis, IN 46202 Phone: (317) 693-7603. Event starts at 6:00pm.

Our youth face significant challenges: obesity, asthma, violence, and poverty resulting from negative environmental, social, economic and cultural influences in our community. In parts of Marion County, there are food deserts and people cannot easily access fresh, healthy food and rely on fast food or processed food which further hinders people's ability to make healthy choices. This food environment is "toxic" because of the way it corrodes healthy lifestyles and promotes obesity. Environmental barriers to healthy eating are often greater for people who have lower incomes and less education, and traditional healthy diet education campaigns often fail to reach them. (Harvard School of Public Health, Obesity Prevention Source).

Hip Hop is Green Founder Keith Tucker said, "It is critical that we address the health and wellness of our communities since sickness and disease are at epidemic levels in our country. Millions of young people are faced with severe health issues and hip hop culture is responding to those needs. Today, we are stepping up to fill a void by officially making Health and Wellness a permanent part of Hip Hop culture. Our goal is to inform and inspire a whole new generation to make health and wellness most important in their lives."

For more information about Hip Hop is Green, visit [www.hiphopisgreen.com](http://www.hiphopisgreen.com). RSVP via Eventbrite by June 14, 2017. Eventbrite Links: [10thelementsymposium.eventbrite.com](http://10thelementsymposium.eventbrite.com) and [urbanleaguegreendinner.eventbrite.com](http://urbanleaguegreendinner.eventbrite.com)

Event organizers, performing artists, and speakers are available for interviews before and during the events. Requests for interviews are directed to Keith Tucker or Gail McGuire at Hip Hop Is Green. Contact [hiphopisgreen@gmail.com](mailto:hiphopisgreen@gmail.com) or call the press office at 323-362-6545. Members of the working press are required to register in advance in order to be credentialed at the events.

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