

PRESS RELEASE

Contact Elise Edwards
dramediaconnect@gmail.com

Hip hop pioneers break ground by stepping up to the Ebola crisis

BRONX, NEW YORK, November 16, 2014

–A collective of true hip hop pioneers best known for their rhymes and beats that inspired generations of artists, now called *The Ground Breakers* are set to perform at a forum to raise awareness about Ebola.

The event titled *The African Response to Ebola: Facing Facts and Fears* is being hosted by the Drammeh Institute and in partnership with the African American Association of Co-op City.



VICTOR CHU

The Ground Breakers, Rodney C! Stone (l), Cut King (c), and MC Happy (r).

Organizers hope to sensitize communities with African viewpoints about the humanitarian crisis that has claimed over 5,000 lives and left thousands more infected by the deadly virus. Presenters will include experts representing the West African countries most affected, Guinea, Liberia, and Sierra Leone, including the African NGO *Pottal fii Bhantal*.

"We felt that there was a dearth of African voices being acknowledged for contributing to the discussions of Ebola, particularly in the West." said Iman Drammeh Nur, director of the Institute. *"If we don't learn from the scientists, thinkers, builders, artists and people on the ground, we'll miss a huge opportunity to challenge dominant myths and build sustainable futures in Africa."*

The Ground Breakers will perform their new tune *We Don't Wanna Die*, written in response to the Ebola crisis. The song made its debut at a Harlem town hall meeting on Ebola in October. According to Felix Sarpong, CEO of Victory Management, *"They wanted to bring social awareness to community and the masses."*

"We're happy that 'The Ground Breakers' will join us," said Nur. *"The broader the narrative, the better."* The symposium will run Saturday, November 22 from 1:00 PM to 5:00 PM at the Dreiser Community Center in the Bronx.