



‘ EVERYBODY TELL SOMEBODY!’

SONGS FOR A HEALTHIER AMERICA DEBUT ALBUM AND LIVE EVENT TO KICK OFF MONDAY, SEPTEMBER 30th AT SYMPHONY SPACE IN NEW YORK CITY PRESENTED BY WAT-AAH!

ALBUM DOWNLOAD AVAILABLE FOR *FREE* ON 9/30 AT iTunes AND <http://songsforahealthieramerica.org>

(First time a complete album will be offered at no cost on iTunes)

ARTIST & FAN DRIVEN SOCIAL MEDIA MARATHON LEADING UP TO ALBUM LAUNCH

AMONG STARS SCHEDULED TO PERFORM

Doug E. Fresh, DMC, Matisyahu, Ashanti, Ryan Beatty, The Ailey School and more

AMONG THE PRESENTERS AND SPEAKERS

Dr. Oz, Dr. Williams, Tina Charles, Chuck D, Rose Cameron, Inez Dickens and others

(New York, NY) September XX, 2013 Who ever said positively impacting children's health attitudes has to be boring?

On September 30th, the proverbial 'spoonful of sugar' long used to catalyze kids' health initiatives gets kicked to the curb by great music! 9/30 will mark the debut release of a boisterous new album aimed at amplifying the benefits of healthier child nutritional and exercise choices by setting inventive wordcraft to music. A special, star-studded live event, presented by WAT-AAH!, bottled water for kids and teens, celebrating the album with performances by contributing artists and special guests will kick-off at 6:00pm on September 30th at New York City's Symphony Space.

The much anticipated album - ***Songs For A Healthier America*** – will be offered to children across the U.S. at <http://songsforahealthieramerica.org> and iTunes for free! The historic debut marks the first-time ever that iTunes will make an entirely downloadable album featured on their music service available at no charge to consumers.

Songs For A Healthier America features 19 songs that encourage healthy eating, drinking and exercise. The collection is anchored by hip hop but spans all genres, inspiring accompanying dance-to videos and igniting a fan-and-artist-fueled social media marathon campaign aimed at ‘*everybody telling somebody*,’ to download the album; A nod to the project’s first single ‘Everybody,’ led by Doug E. Fresh, Ryan Beatty, Jordin Sparks, and Dr Oz. Artists contributing to the much anticipated album include legendary rap icons Doug E. Fresh, VP of Entertainment for Hip Hop Public Health and DMC of Run DMC. Other artists representing a variety of genres include Matisyahu, Travis Barker, Ryan Beatty, Ashanti, Ariana Grande, Paul Burch and Brady Rymer among others; songs include “You Are What You Eat,” “Just Believe,” “Give Myself A Try,” “Hip Hop F.E.E.T.” and “Jump Up” make learning about positive health behaviors a transformative experience for kids.

The eventful day, culminating in a stellar lineup of artists, supporters, and special guests, will also include 600 New York City school children. Artists scheduled to perform at the live event include Doug E. Fresh with Dr. Oz, DMC of iconic hip hop group Run DMC, Ryan Beatty, Ashanti, Matisyahu, Monifah and J Rome, Brady Rymer, Ashthon Jones, Our Time, Nils Lofgren, Artie Green, among others.

Among the presenters and dignitaries slated to speak are Tina Charles, WNBA’s MVP 2012; Rose Cameron CEO/Founder of WAT-AAH!; Inez Dickens, District 9 New York Council Member along with others.

The project is produced by [Partnership for a Healthier America \(PHA\)](#), an organization that works with the private sector and its honorary chair First Lady Michelle Obama to help end the childhood obesity epidemic, and [Hip Hop Public Health](#), guided by The Hip Hop Doc and founder Dr. Olajide Williams, and supported by noted surgeon, author, and television personality, Dr. Mehmet Oz of The Dr. Oz Show (who also appears in the ‘Everybody’ video.)

The September 30th Symphony Space event, album and awareness campaign has been embraced by an enthusiastic roundtable of community and corporate sponsors, including the presenting sponsor, WAT-AAH!, a premium brand of functional bottled water marketed towards kids and teens. Continuing its mission to champion kids’ health, WAT-AAH!’s support of this effort is part of its ongoing commitment to educate kids and teens about the importance of drinking water by making water “cool” and relevant, while encouraging increased physical activity. Some of its renowned health campaigns have included its annual Move Your Body event and support of the recently launched Drink Up initiative. Other sponsors of the event include Citi, the American Heart Association and New York City Council.

PHA's Chief Marketing Officer, Drew Nannis, points to the extraordinary collaboration of musicians, physicians, health advocates, entertainment professionals, community leaders and motivated school-aged children as an inspiring nexus for the September 30th launch day and awareness campaign, which will run through the end of 2013 and beyond. "There is no single solution to ending the childhood obesity epidemic, but *Songs for a Healthier America* is not just 'another' tactic that's being deployed – it's the start of a movement. Pun intended." stated Mr. Nannis.

Dr. Olajide Williams, Founder of Hip Hop Public Health, originally partnered with hip hop legends Doug E. Fresh and Chuck D – game-changing frontman of Public Enemy --- years ago to forge the groundbreaking model that combines positive health messages for children to the beats-rhymes-and-wisdom of socially conscious hip hop icons.

Dr. Williams, a.k.a. The Hip Hop Doc, cites the connective empowerment of music and its ability to translate relevant health themes as the driving force in waging such a successful anti-obesity campaign. "We not only wanted to engage the artists involved in our campaign as spokespersons, but hoped to bring them into the creative process as stakeholders so that the message and the music delivers the kind of outcomes we can measure and build on towards a healthier future for all of the children we're trying to reach." The foundation also retains a fifth grade board of directors to ensure all programs and initiatives engendered by the organization ring true to its target audience – kids!

Songs For A Healthier America is also the first multi-genre album created by HHPH. Doug E. Fresh, whose breakthrough, pioneering hip hop classics such as 'The Show,' and trademark moves of his own through the years inspired generational renditions of the popular dance 'The Dougie,' says the contributions of artists from all genres has electrified the campaign. "Hip hop has always been about passion; About fusing ideas; About blending other styles," stated Doug. "This album is about expanding the canvas. Everyone involved is excited to reach out and spread the word about our health mission."

Along with the coordinated social media marathon campaign, the hashtags #TellSomebody and #Letsmove will be implemented via Twitter and Facebook to connect music fans. Also being shared at the event will be a 10-minute "Instant Recess" style video designed to engage the young audience in fun physical activity. The innovative clip, created for the compilation's next single, 'Let's Move,' features talented young dancers from The Ailey School (the official school of Alvin Ailey American Dance Theater) along with Iman Shumpert from the NY Knicks.

The album will be distributed to iTunes by TuneCore, a premiere digital music distributor used by hundreds of thousands of artists worldwide.

To download ***Songs For A Healthier America*** go to <http://songsforahealthieramerica.org>:

Track List:

1. U R What You Eat Ft Salad Bar / Ft Matisyahu, Ariana Grande, Travis Barker

2. Everybody / Ft Jordin Sparks, Doug E. Fresh, Dr Oz, Ryan Beatty, Hip Hop MD
3. Let's Move / Ft Doug E. Fresh, Artie Green, Chauncey Hawkins
4. Just Believe / Ft Ashanti, Gerry Gunn, Artie Green, Robbie Nova
5. Veggie Luv / Ft Monifah and J Rome
6. Hip Hop F.E.E.T (Finding Exercise Energy Thresholds) / Ft DMC and Artie Green
7. Stronger / Ft Shayna Steele, Jeremy Jordan, Our Time Theater kids, and E-Street Band guitarist Nils Lofgren
8. Give Myself a Try / Ft Ryan Beatty
9. Jump Up / Ft Brady Rymer and the Little Band that Could
10. Hip Hop L.E.A.N (Learning Exercise and Nutrition in schools) / Ft Artie Green
11. Pass the Rock (basketball song) / Ft Iman Shumpert and Artie Green
12. Good Living / Ft Ashthon Jones
13. Beautiful / Ft Daisy Grant and Artie Green
14. Change the Game / Ft The Happiness Club, featuring Naledge
15. Wanna Jump / (Let's Move) Ft Paul Burch
16. Mother May / Ft Amelia Robinson
17. We Like vegetables / Ft Los Barkers!
18. Get Up Sit Up / Ft Babi Floyd
19. One Step Forward / Ft Samite

About Hip Hop Public Health

Hip Hop Public Health (HHPH) was founded by Dr. Olajide Williams, Associate Professor and Chief of Staff of Neurology at Columbia University, in response to the need he saw for innovative and culturally-tailored health literacy programs in high-risk communities. Its goal: to combat the problem of poor nutrition and lack of exercise among inner-city school children and their families. Through school-based health literacy programs and educational multimedia, including cartoons, music, video games, comic books, and live music videos, Hip Hop Public Health uses hip hop music and dance to empower children between the ages 8 and 12 to make healthier choices. For more information about HHPH, please visit www.hhph.org, follow us on Twitter @hhphorg or join us on at facebook.com/hiphoppublichealth

About the Partnership for a Healthier America:

The Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with – but independent from – First Lady Michelle Obama's Let's Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation's most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most important, PHA ensures that commitments made are commitments kept by working with unbiased third parties to monitor and publicly report on the progress our partners are making. For more information about PHA, please visit www.aHealthierAmerica.org and follow PHA on Twitter @PHAnews.

About WAT-AAH!

WAT-AAH! is a line of functional water free of sugar, artificial flavor or additives and maintains

the pure unadulterated taste of water. Rose Cameron, the CEO and founder, created WAT-AAH! after learning an alarming fact that today's generation of kids are predicted to have a shorter life expectancy than their parents largely due to childhood obesity. Inspired by her two boys and Cameron's 20+ years of experience in brand building and developing successful national marketing campaigns for various industries, she and her sons worked together to design WAT-AAH!'s screaming boy logo and its first line of functional products, which entered the market in 2008. Since then, WAT-AAH! has aimed to make water "cool" and contemporary to kids and teens to encourage their consumption. WAT-AAH! is renowned for its Move Your Body campaign, Healthy Hydration in The Nation Lecture Series, and working alongside many celebrities such as Willow Smith, Austin Mahone, Mindless Behavior, Nick Cannon and Disney's Bella Thorne along with NFL/NBA Athletes such as Marques Colston, Pat Peterson, Calvin Johnson, Steve Nash and Lou Williams. WAT-AAH! is available in major supermarket chains as well as school districts nationwide. For more information please visit <http://www.wat-aah.com> and follow WAT-AAH! on Twitter @wataah.

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