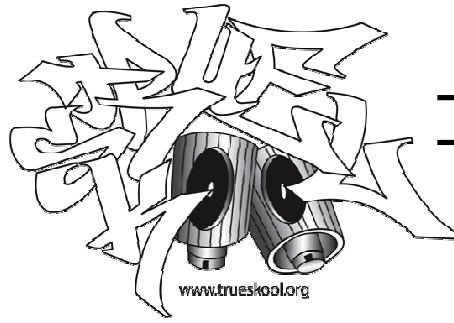

FOR IMMEDIATE RELEASE

FOR INFORMATION CALL



June 11th, 2010

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TRUE Skool's 5th Annual Block Party

TRUE Skool will kick off their 2 day event with the annual breakdancing battle, Adopt a Community Program Kick-Off and Block Party!

TRUE Skool's 5th Annual Block Party: The Cyphers is being held on July 16th & 17th 2010 in partnership with RedBull, the Greater Milwaukee Foundation, Safe Alternatives for Youth Grant, Walker's Point Association, 88.9 RadioMilwaukee, Time Warner Cable, and many other great sponsors! These events are designed to provide youth and young adults with empowering and positive opportunities for self expression through talent showcases, community service opportunities, and public art.

The two day event kicks off on Friday July 16th with the **TRUE Skool/Motion Disorderz Crew Anniversary Bboy Battle**-an all ages breakdance battle in honor of TRUE Skool's & Motion Disorderz Crew 11th year anniversary of working together to provide safe, fun, and empowering events for youth. This year's battle will take place at the Kosciuszko Community Center (2201 S. 7 St., Milwaukee, WI) from 5:00-10:30pm. Special guest judge is Bboy Roxrite, who is sponsored by RedBull.

Saturday July 17th, we have partnered with the Walker's Point Association for our **Adopt a Community Kick-Off** event from 10am-12noon. Volunteers will meet at 10am at the block party location (212 E. Mineral St.) to pick up garbage, mark storm drains, and remove illegal graffiti in the Walker's Point Neighborhood. Then from 12noon-9pm, we will host **TRUE Skool's 5th Annual Block Party: The Cyphers**. TRUE Skool youth participants and staff have worked hard to bring Milwaukee an exciting showcase of both local and national youth and adult performers, DJs, musicians, breakdancers, and visual artists. The block party will include live music from 12-9pm with headliner Toki Wright from the Rhymesayers, live graffiti art exhibitions, the RedBull Outdoor Art Gallery featuring artwork on display and for sale from TRUE Skool youth artists and MIAD service learning students, the Grime Official Skate Park, breakdancing workshops, a community informational fair, vendors, food, and a beer tent from 4-9pm.

In addition to the events in July, TRUE Skool is working with the Walker's Point Association to conduct clean ups throughout the summer from July to September through our Adopt a Community Program (AaC). The Kick Off for the AaC on Saturday July 17th will be the beginning of those weekly clean ups which include illegal graffiti removal and garbage clean-ups.

For more information please contact Sarah Patterson, Executive Director of TRUE Skool at (414) 445-9079 or info@trueskool.org or visit <http://trueskool.org/2010BlockParty.htm>.

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