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**TRUE Skool**

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**TRUE Skool's 2012 Block Party: Recall the Kulture**

*True Skool hosts its 6<sup>th</sup> bi-annual Block Party with an added Boat Cruise Saturday July 21<sup>st</sup>!*

[**Milwaukee, WI**] - TRUE Skool, a youth arts non-profit in Milwaukee, WI, will host its 6<sup>th</sup> bi-annual Block Party "**TRUE Skool's Block Party: Recall the Kulture**", Saturday, July 21<sup>st</sup> from 12noon-7:00pm at the Warehouse (818 S. Water Street, Milwaukee, WI). A free, all-ages event, the Block Party's purpose is to directly involve the community in TRUE Skool's mission, to increase awareness of the benefits of its positive youth programming, and raise funds for those programs. New this year, a 21+ Boat Cruise Fundraiser will immediately follow the Block Party from 8:00-11:00pm.

In 2012, TRUE Skool is recalling the negative images of hip-hop in mainstream media by reinforcing the foundational elements of the culture – PEACE, UNITY, LOVE AND HAVING FUN – all of which will be on full display as local and national recording artists, poets, dancers, graffiti artists, and DJs (including TRUE Skool students and instructors) take the stage throughout the day. The Block Party highlights the incredible talent of Milwaukee's hip-hop and creative community and, over the years, has become a not-to-miss summer event in the city.

The Block Party will showcase a full line up of local and national recording artists, poets, DJs and dancers who will grace the stage from 12noon-6:30pm, with a special guest performance from national recording artist Dee-1 from New Orleans. Other activities include a live graffiti battle, an outdoor art gallery, vendors/community organizations, skateboarding, food trucks, a bar/patio area for 21+, breakdancing workshops for all ages, and a Children's Area featuring a bounce house, mini manicures from the Pretty Spa Lady and art activities.

Additionally, a 21+ Boat Cruise Fundraiser will dock right at the Block Party location at 818 S. Water Street, for an evening on Lake Michigan from 8:00-11:00pm featuring DJs, complimentary food, a stunning view of Fiesta Italiana fireworks, raffles, and dancing! Tickets can be purchased at [www.trueskool.org](http://www.trueskool.org). Attendees of the Boat Cruise will gain admission to the after-party at Warehouse/Hot Water at no charge. All proceeds go to support TRUE Skool's youth programs.

For a full schedule of the day's events, visit [www.trueskool.org](http://www.trueskool.org).

*TRUE Skool's Block Party: Recall the Kulture* is co-sponsored by: Warehouse/Hot Water, 91.7 WMSE, OnMilwaukee.com, Pabst, Takeover, Kinto Sol/Almas Gear, Hot Pop, MODA3, Leo Lopez, EPIC, Grime Official, SomosunO Milwaukee, WBCI FM 99.5, League of Young Voters, Centro, Cuppie Cakes, Classic Slice Pizza and Mama's Eggrolls.

*TRUE Skool's mission is to create positive sustainable change in the lives of youth through arts education and community service, inspired by the elements of Hip Hop culture. In 2011, TRUE Skool served 75 unduplicated youth between the ages of 14-19 years old who participated in our Urban Arts after-school and summer program, completing a total of 194 hours of arts instruction and 390 hours of community service through program related activities.*

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