



January 11, 2013

Dear Community Organization:

You are cordially invited to attend the soft launch of our “Hip-Hop 4 Better Health” program on Wednesday, January 23, 2013 from 5-7 PM at Wadleigh High School located at 215 W. 114th Street, Harlem, NY 10026. The event will take place in the auditorium and your attendance is very important as we lay down the foundation using the influence of Hip-Hop for our “Battle Against Obesity.”

One third of school children in NYC are overweight or obese. This is a threat to public health and the lives of the children, which we have a moral obligation to protect. According to the data, we have failed our children once again so we must get creative to arrest this problem. Hip-Hop is the greatest international cultural phenomenon ever created. It transcends race, religion, ethnic and cultural backgrounds and is the lifestyle of choice for millions of youth worldwide. We will use the influence of the culture to educate students in a fun and entertaining way about the importance of exercise, diet and living a healthy lifestyle.

Thanks to the Coca-Cola Foundation, the Source Magazine, Video Music Box, “The Shark” Daymond John, Fishers of Men, Celeste Santana and a host of other sponsors we will launch this program in 15 schools this year and citywide in September. You have been selected to be part of the initial launch. We can reserve seats for up to 15 individuals in your group, all we need is a list of their names and a completed consent form for the media.

As you well know this is an uphill climb and a monumental task. In order to succeed we must work as a team because the future of our children is at stake. We must step up to the plate and help them lose weight. Our children go to school most of their youthful years to learn how to become wealthy and then later in life they have to give it all back to the doctor because you can’t enjoy wealth without good health.

Again, I want to thank you for your time and we look forward to seeing you at the event. If you have any questions please give us a call at 917-567-9294 (ask for Randy Fisher).

Respectfully yours,

Charles Fisher

Charles Fisher
Founder & Chairman

Charles Fisher
Chairman & Founder

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