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Youth Outreach Music & Entertainment Division

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SCLC Partners with Entertainment Professionals to Launch a Youth Outreach Music & Entertainment Division

From the Montgomery Bus Boycott to the sit-ins, from the March on Washington to the civil rights acts, the Southern Christian Leadership Conference (SCLC) and its members led the charge or played a pivotal role in most of the civil rights achievements in the 50's, 60's, and 70's. Remarkably, most of these movement leaders were in their twenties and late teens, the youth of their time. Their tactics utilized to achieve civil rights successes were thoroughly planned-out, practiced, organized, and local. Today, many of those tactics can still be used with great success under the leadership of millennials and the next generation.

The SCLC's CEO and President, Dr. Charles Steele, Jr., is pleased to announce his newest partnership with metro Atlanta entertainment professionals. "We are going to pass the torch; because the story must be told," said Steele, "And we are going to use the influence of music." To do so the SCLC is developing a new division to reach out to teens and young adults, through the power of music and entertainment, to directly address current social and civil rights issues. After decades of tireless efforts from Dr. Martin Luther King, Jr. and the SCLC, it is beyond heart-breaking to see this nation is still struggling with many of the same issues, specifically, police brutality, mass incarceration, and the wealth gap. Mrs. Cathlean Steele, the First Lady of the SCLC and Founder of Justice for Girls, the SCLC's initial youth initiative, firmly believes the solution is staying "committed to...fostering good leaders, for right now and for the future."

The SCLC Youth Outreach Music & Entertainment Division will be managed by a team of business professionals with experience in civil justice activism, business, law, and entertainment. In its first initiative, the Justice HipHop Music Project, funds are being raised to develop a record label to produce and promote multi-cultural artists creating music with a positive influence, mixed with elements of jazz, blues, gospel, soul, neo-soul, R&B, and rap. The soon to be formed label has already coined a new genre of music, "justice hip-hop," because its sole focus is socially conscious messages of equality and justice with hip-hop music. The goal is to introduce the SCLC to new generations of young activists, entrepreneurs, and leaders by establishing a presence with the world's youth at the intersection of civil rights activism, hip-hop music, and entertainment.

To learn more about this initiative and to donate please go to [gofundme.com/justicehiphopmusic](https://www.gofundme.com/justicehiphopmusic) and www.justicehiphop.com.