



For Immediate Release

*YOUTH-LED INITIATIVES FIGHTING FOR FUTURES, NATALIE CRUE AND SOSA MANAGEMENT TEAM UP WITH TOYS FOR TOTS TO BRING CHEER TO CHILDREN FOR THE HOLIDAZE.*

*INITIATIVE RADIO WITH ANGELA MCKENZIE PROVIDES SPONSORSHIP.*

**New York, NY (November 16<sup>th</sup>, 2009)** ... On Friday, December 4<sup>th</sup> from 9:00 PM – 4:00 AM Crash Mansion night club located at 199 Bowery in Manhattan will provide a stage for burgeoning Hip-Hop musicians to show off their rhyming skills and a base for party-goers to donate gifts to children whose names might not appear on Santa's list this year.

An estimated 1.5 million New Yorkers are living in poverty and struggling to afford food, clothing and shelter. Many of these people are the working poor and the most vulnerable of these souls are the elderly and children; so when the most glamorous city in the world comes alive with the pageantry and generosity of the holiday season, disadvantaged New Yorkers can become mere spectators. Parents who barely eke out a living for themselves and children under normal circumstances, feel a heightened sense of pressure at this time of year because the responsibility of buying toys for their children bears down upon them and is reinforced by the commercialization of Christmas by retailers. To help ease the burden for some of these parents, Fighting For Futures (FFF,) Natalie Crue and Sosa Management (SM) present **HOLIDAZE** - a Hip-Hop music showcase to launch the festive season, while raising funds to support Fighting For Future's work in developing countries and collecting toy donations for the Toys for Tots Foundation.

Evoking the **HOLIDAZE** spirit will be musical talents such as Dres from the legendary group Blacksheep, underground Hip-Hop favorite Prophit and SM's own Eric Sosa. Disc Jockeys Illy P, Ernie B. and Ready Cee will spin the hottest tracks of the day and live displays by visual artists will add a unique element to the event. Admission to **HOLIDAZE** is a recession busting \$10 plus a new unwrapped toy. A 50% discount on admission is available for a limited time with early RSVP. Call for details.

### **About Toys for Tots**

The objectives of Toys for Tots are to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources – our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to better communities in the future. Visit Toys For Tots online at [www.toysfortots.org](http://www.toysfortots.org)

### **About Fighting For Futures**

FFF was founded by New York City impresaria Cathleen Angelo and her business partner Tammy Warner. These young women have successfully mobilized colleagues in the artistic community to raise funds to provide photo therapy classes and other educational and self-esteem building programs for economically challenged children in developing countries. Fighting For Futures information is available [www.feleciacruz.com](http://www.feleciacruz.com)

### **All interested parties contact**

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