



NEXTAID, LIFEbeat AND THE LOUD MINORITY PRESENT

**BEATS
BUILD
HOPE**

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THE SHORE CLUB
FRIDAY, MARCH 26TH

For Immediate Release:

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**NextAid, LIFEbeat, The Loud Minority, Dubspot, Turntables
on the Hudson, CityDeep, and Mixology
Present BEATS BUILD HOPE
At Miami's Shore Club
During the 25th Annual Winter Music Conference
Friday, March 26, 2010**

LOS ANGELES, CA – **NextAid**, a Los Angeles-based nonprofit harnessing the power of dance music to affect change in the lives of orphaned and vulnerable children in Africa, returns to the 25th Annual **Miami Winter Music Conference (WMC)** with a mega-benefit, “**Beats Build Hope**,” at the **Shore Club** on Friday, March 26, 2010. Partnering with **LIFEbeat**, **The Loud Minority**, **CityDeep**, **Turntables on the Hudson**, **Dubspot** and **Mixology**, this official WMC event will employ NextAid’s mantra of *using the beats of our generation to provide hope for the next*. Over twenty top international DJs have graciously donated their time and talent such as **The Crystal Method (DJ Set)**, **DJ Rap**, and **Mark Farina**. The funds raised at **Beats Build Hope** will directly benefit NextAid, **SOIL** (Haiti), **LIFEbeat** and **Green Wave**. All four non-profits are engaged in worthy causes, which help communities in need around the world (see more detail below).

The event will take over the Shore Club with 3 areas of music: on the Terrace, in the Red Room and Poolside running from 6:00pm Friday night to 6:00am Saturday morning, though the first two hours are for VIP ticket holders only. Tickets cost \$15 pre-sale, \$20 at the door. The VIP Industry Mixer hosted by Mixology will be held in the Red Room featuring **Mark Lewis** with a ticket price of \$40, which includes early access (6:00 – 8:00pm), complimentary food, and a Love Fatigues canvas bag filled with t-shirts, CDs, and other goodies. NextAid asks that those with a WMC badge make a donation of \$10, as this is a benefit event. The Shore Club is located at 1901 Collins Avenue, Miami Beach, FL 33139. Sponsors of this night of unforgettable beats include industry heavyweights **San Francisco lovEvolution**, **Fusicology**, and **Love Fatigues**. For more information please visit <http://nextaid.org/beatsbuildhope> and <http://www.facebook.com/event.php?eid=299847426894&ref=ts>. To purchase tickets: http://www.wantickets.com/EventDetail.aspx?e_id=103663.

The musical styles for **Beats Build Hope** will range from deep house and tech-house to Afro-Latin, broken beat, electro and drum-n-bass and includes **The Crystal Method (DJ Set)**, **DJ Rap**, **Mark Farina**, **Heather**, **Colette**, **Ultra Nate**, **Andy Caldwell**, **Gene Farris**, **D:Fuse**, **Jazzanova**, **Anané**, **Chuck Love**, **Jay-J**, **Michael Anthony**, **Marissa Guzman** (vocals), **Adam Gibbons**, **Kervyn Mark**, **Brent Crampton**, **DJ Kamala** and a very special appearance by the Queen of House Music, **Barbara Tucker**. The **CityDeep Lounge** will feature **Halo**, **Jamie Thinnes**, **Luke McKeehan** and South Africa’s **Black Coffee** and **Culoe de Song**. Also, on the Terrace find **Turntables on the Hudson** with **Nickodemus**, **DJ G OV**, **OBaH**, **Wisacre**, **Jeremy Sole** + **Amon** (percussion).

Promotional support from **AfrodesiaMP3**, **Agency Sounds**, **APT Entertainment**, **Electronic Music Alliance**, **Green Galactic**, **Groove Cruise**, **Morgan’s Hotel Group**, **The Melting Pot**, **The MML**, **Nitevibe**, **Outloud Agency Group**, **Root Media**, and **supperclub**.

Dubspot will be conducting music & technology educational workshops from 12noon – 6:00pm with partners **Native Instruments, M-Audio, Pioneer, Rane/Serato, Mono Cases** and **Ableton**. Find more information at <http://www.dubspot.com>.

Beneficiaries:

NextAid

NextAid's mission is to improve the lives of children and youth in Africa by promoting and implementing sustainable solutions. NextAid raises awareness for, and partners with, community-based projects and grassroots organizations in Africa and believes that an integrated approach is the best formula for establishing real and lasting change.

NextAid's current priority project is the building of an ecological facility in Nairobi: The Kawangware Vision Center. NextAid has partnered with the inspiring community-based organization to build a "green" workshop and multipurpose facility for their youth programs and micro-business that strive to get youth off the streets by offering economic and performance activities, such as constructing gift bags to sell to the safari tourism industry. The profits enable the youth to support themselves, as well as, the vulnerable and orphaned children in the community. nextaid.org

LIFEbeat

LIFEbeat is dedicated to reaching America's youth with the message of HIV/AIDS prevention. LIFEbeat mobilizes the talents and resources of the music industry to raise awareness and to provide support to the AIDS community.

LIFEBeat's Outreach Programs and PSAs connect with approximately 70,000 young people in New York each year to raise awareness. Their Hearts and Voices Program provides live music and entertainment to patients in HIV/AIDS treatment facilities throughout the New York metro area every week. lifebeat.org

Sustainable Organic Integrated Livelihood (SOIL)

Sustainable Organic Integrated Livelihood (SOIL) believes that the path to sustainability is through transformation, of both disempowered peoples and discarded materials, turning apathy and pollution into valuable resources. They are empowering communities, building the soil and nourishing the grassroots in Haiti. SOIL attempts to nurture collective creativity through developing collaborative relationships between community organizations in Haiti and international academics and activists.

Funds will go towards earthquake rebuilding efforts in Haiti. oursoil.org

Green Wave

Green Wave is a dynamic, environmental non-profit organization founded and run by "Green Girl" guru, Janine Johnson, dedicated to establishing precedents for change and redefining activism. Green Wave's mission is to inspire waves of change by creating living examples focused on living consciously, peacefully and harmoniously with the environment and with each other for the well being of our planet. Green Wave has partnered with NextAid to raise funds for the Green Wave Sanctuary in Kawangware, Kenya.

The Green Wave Sanctuary will be an earth-friendly, safe and loving facility fulfilling early childhood development needs (day-care, enrichment activities and health and nutrition programs) for orphaned and vulnerable children in the Kawangware community. inspiringwavesochange.org

Partners and Sponsors:

The Loud Minority

The Loud Minority is a Miami-based, music-related lifestyle marketing and event company. Drawing on extensive experience working with progressive companies, brands, artists and publications, the Loud Minority helps clients big and small impact the cultural landscape. The company is built on a rich network of adaptive resources and partnerships, and designs a personalized hands-on approach to

actualizing concepts. They are constantly pursuing fresh ideas in the fields of art, music, design, food and fashion. theloudminority.net

Love Fatigues

Love Fatigues is a humanitarian organization determined to bring our world together through its love camouflage clothing. Love Fatigues seeks to revolutionize camouflage fashion with infused images of Love and Peace, as opposed to traditional military camouflage patterns. The company's innovative line of Eco-Friendly Love camouflage clothing gives people a choice for a camouflage with a positive message. Love Fatigues is driven to empower individuals to make a choice and give new meaning to camouflage and change what it represents. Love Fatigues is an active supporter of a number of charities that promote Love, awareness and progress for humankind around the globe. lovefatigues.com

San Francisco lovEvolution

San Francisco LovEvolution exists to produce a celebration of the highest forms of electronic music culture and technology, in the belief that dance promotes peace, love, unity and respect. A celebration of music, love, diversity, tolerance, dance, and community. Dance music has always had a special ability to bring people together in the shared beauty of a universal vibe.

The purpose of this organization is to serve the electronic dance music community by organizing public events, presenting electronic art forms, generating funds to support artistic development, advancing music education & production, as well as the right to dance and educating the public regarding the rights and contributions of our community. sflovevolution.org

CityDeep

Since its debut in 2004, CityDeep Music has enlisted some of the finest events & producers that represent dance music today and the future. CityDeep is a label dedicated to urban dance music that ranges anywhere from DeepHouse, AfroBeat, Souland Techy rhythms, Join Halo and guest DJs/producers from around the world for our vinyl and digital releases, weekly radio shows/podcast's and events. "MATURE MUSIC FOR THE DEEPLY MINDED" citydeepmusic.com

Dubspot

Dubspot is an innovative electronic music production & DJ institute in New York City. As one of the first Ableton Certified Training Centers in the world, Dubspot has become the premier music school for both experienced & aspiring artists alike. Most importantly, Dubspot is a growing community of musicians, DJs, visual artists, audio technology professionals, industry veteran producers, & enthusiasts of all genres who all have one thing in common -- a passion for music...They partnered with NextAid back in 2009 to release a charitable compilation mixed and compiled by DJ OBaH, with 100% of the proceeds benefit children in Africa. dubspot.com

Turntables on the Hudson

When Nickodemus and Mariano started the Turntables on the Hudson (TOTH) parties in 1998 it was one of the first late night outdoor events in NYC. With the addition of Groove Collective founding member Nappy G on percussion, the party became an adventurous, young, free-spirited community known for its eclectic musical blend.

In the past ten years TOTH took their beats from parking garages, lofts & boats to residencies at renowned NY clubs and venues like The Frying Pan, Opaline, Shelter, The Brooklyn Loft, Cielo, Element, Hiro Ballroom, SOB's and Spiegelworld. After ten years, the TOTH parties are now taking place Fridays at the Water Taxi Beach in Long Island City overlooking Manhattan and the East River. turntablesonthehudson.com

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For more information, photos or interviews, please contact Green Galactic's Lynn Hasty at 213-840-1201 or lynn@greengalactic.com.