



NYC Student Initiative for AIDS, Inc.

Until we find a cure everyday is world AIDS day.

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FOR IMMEDIATE RELEASE

FIGHT APATHY TOUR SWEEPS EAST COAST COLLEGES

March 30, 2005

New York, NY – The Fight Apathy Tour kicks-off along the East Coast April 6 at Stonybrook University and April 9 at Princeton University, following a triumphant New York City run that united students across the boroughs and drew rave reviews from critics.

Recently endorsed by MTV-U, the Fight Apathy Tour is a student-produced music and poetry show that mobilizes the college community to take action against the HIV/AIDS pandemic. Organized by the NYC Student Initiative for AIDS, the tour is ground-breaking in its artistic and innovative approach to HIV/AIDS education.

“An exceptional program,” said Timothy McClain, Assistant Director of Campus Activities at St. John’s University. “Our students were enlightened and entertained, but most importantly, engaged in the learning process.”

Performers on the Regional Tour will include Carlos Andrés Gómez, HBO Def Poetry Jam website featured artist and a member of the Nuyorican Poets Café’s Slam Team; Celena Glenn, ranked 2nd in the Individual World Poetry Slam Championships; Brent Shuttleworth, world-renowned acoustic guitarist and singer; and the critically-acclaimed playwright/spoken word artist Postmidnight.

“This tour is not merely an awareness campaign or grassroots project, but a national call to action for college students across the country,” said Carlos Andrés Gómez. “Similar to how the four of us, as artists, approach the creative process, we are joining this movement to affirm a passion and hope that has become lost in a disconnected world.”

The Fight Apathy Tour consists of evening performances followed the next day by artist led-workshops designed to examine social justice issues through the lens of HIV/AIDS. Admission is free. Preparations for an expanded national tour in 2006 are currently underway.

UPCOMING TOUR DATES:

Stonybrook University, Long Island	April 6, 8 pm
Princeton University, New Jersey	April 9, 11 pm
Amherst College, Massachusetts	April 23, 8 pm

For press access and inquires:

Caitlin L. Chandler – NYC SIA Marketing Director; Caitlin.chandler@fightapathy.org; 646.283.3733

For Tour information:

Melissa Aguirre – Tour Manager; Melissa.aguirre@fightapathy.org; 646.247.5575



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THE PERFORMERS

Celena Glenn - She is a former host of the Nuyorican Poets' Café, a two-time National Poetry Slam Champion, and currently ranked second in the World Individual Poetry Slam. Celena is featured in *Spoken Word Revolution*, a new anthology narrated by the creator of the poetry slam, Marc Smith, and *Urban Scribe*, a documentary about the lives of contemporary poets. She has been featured in *Serum*, a Swedish poetry publication, *UNTOLD*, a London based culture magazine, *Composite*, a fashion magazine out of Japan, and will be appearing in an upcoming documentary by Slam Channel.

Carlos Andrés Gómez – Carlos is a political agitator/passion instigator turned poetry/spoken word innovator from Philadelphia. Recently, Carlos was featured alongside Saul Williams on the Def Poetry Jam website. He was the 2001 Pronoun Showdown Philadelphia Grand Slam Champion and a member of the 2003 Nuyorican National Slam Team. Carlos has appeared on PBS, WHYY, and MTV. He has shared the stage and opened for musical acts such as Immortal Technique, The Slip, El De Sensei of The Artifacts, Maya Azucena, and Reel Big Fish. He has released two poetry collections, *March forth...first* and *Shades of Silence*.

Postmidnight - Postmidnight is also one of the hottest young poets on the spoken word scene. He's slammed and performed across the country, read his work on several radio stations, and done work with various non-profit organizations ranging from schools to soup kitchens. He's the author of 2 screenplays, a stage play, and 5 chap books - *Common Sense*, *Unconventional Criminal*, *Mentally Disturbed*, *Schizophonic*, and *Troubled Youth*. Postmidnight has also produced 3 spoken word cds – *moonshower moods*, *Soap (EP)*, and *Phoenix*.

Brent Shuttleworth - A vocalist, songwriter, guitarist, and poet, at just 22 years-old, he has already become a much sought-after musician and artist of global acclaim and notoriety. He has toured extensively throughout North America and abroad, from Cape Town, South Africa's famous Arm Chair Theatre to Montreal, Canada's Casa del Popolo to the intimate bars of Prague, Czech Republic and back to the United States' Kimmel Center in New York City. He has shared the stage with such diverse, acclaimed fellow artists as George Clinton and the P-Funk All-Stars, De La Soul, and Pete Yorn.

For more information see www.fightapathy.org or contact:

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ABOUT NYC SIA, INC.

NYC Student Initiative for AIDS Inc. (NYC SIA), is a 501(c)3 non-profit organization founded by several NYU students in June 2002. NYC SIA aims to address the absence of AIDS from the everyday lives of students, and to raise significant funds to fight the rapid spread of HIV/AIDS in the developing world.

Each year, the group chooses an international AIDS relief organization to support financially. NYC SIA raises funds primarily by hosting AIDS benefits and operating a discount card program sponsored by local merchants throughout Manhattan.

In its 2004 fundraising year, NYC SIA raised \$9,800 for Africa Directions, a youth center in Zambia's M'Tendere township that provides HIV/AIDS education, counseling, testing and peer outreach. The organization also sent Africa Directions a laptop computer, an item that the center requested to facilitate outreach presentations. In 2003, NYC SIA donated \$4,600 to Doctors without Borders.

The group has won wide praise for its work and has been featured on national television and at the 2004 International AIDS Conference in Bangkok, Thailand. According to NYU Dean William Long, "NYC Student Initiative for AIDS is a model grassroots movement of young people that has heightened awareness of the current state of AIDS, raised funds for relief and research, and generated a contagious spirit of activism in their fight against AIDS and apathy; and they have done so with creativity and compassion."

Bob Holman, owner of Bowery Poetry Club says, "Never have I found a more forthright, hardworking, on point crew than the NYC Student Initiative for AIDS. A great show, a great crowd, a great cause. Book this tour -- you're doing yourself a favor. And the world will thank you."

NYC SIA is an organization actively seeking to involve student communities in the fight against AIDS through artistic and educational means. NYC SIA supports initiatives that treat, educate and care for people affected by HIV/AIDS in developing nations.

For more information, interviews or bookings, please contact:

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