



FOR IMMEDIATE RELEASE

Amid COVID-19, Do More 24-Giving Tuesday Campaign Reveals a New Wave of Unlikely Heroes

Baltimore, MD – May 22, 2020 – Who knew that when United Way decided to kick off its annual Do More 24 campaign in collaboration with *Giving Tuesday* earlier this month, due to the Coronavirus pandemic, that disc jockeys would take center stage? Often stylized as #GivingTuesday, for the purpose of hashtag activism, the national event is generally held the Tuesday following Thanksgiving in the United States. The movement's purpose is to create an international day of charitable giving at the beginning of the holiday season. However, in response to the unprecedented need prompted by COVID-19, #GivingTuesdayNow was changed to May 5, 2020 and teamed up with the DMV's premiere annual day of giving Do More 24.

All over the nation, people came together to demonstrate their generosity through acts of kindness, monetary contributions, advocacy and volunteerism. This in light of many who are faced with dire challenges due to the wide-spread effects of the virus. For the first time ever, DJs led the giving crusade by hosting virtual *Do More DJ* dance parties.

Leaders of Tomorrow Youth Center (LTYC), a non-profit organization based in Maryland, actively integrates arts and education through programming provided at low-performing schools located in the Maryland/DC area. This year, the organization utilized DJs as ambassadors to boost fundraising efforts. The idea proved to be a perfect fit! Combining an eclectic mix of music masters from diverse genres, the Do More 24-*Giving Tuesday* campaign went viral, inciting viewers to give generously to well-deserved children in need.



The DJ ambassadors leading the call to action was Rodney Stevens aka “Rod Madd Flava,” a Baltimore native who demanded a strong following as a premier Radio One DJ, and prior to the pandemic could be seen working many venues and events through-out Maryland. Also from Maryland among the unlikely heroes was DJ Louie Flaco, an Army sergeant who



recently returned from Afghanistan. Included in the Do More DJ Dance Party line up was Kendrick “DJ5Starr” Tilghman, a Baltimore entrepreneur and educator who teaches STEAM (science, technology, engineering, arts and math) education in local schools and is a premier resource for S.T.E.M. workforce in diversity in the United Sates. Many aren’t aware that when DJ 5Starr isn’t driving mean beats for everyone to dance to he’s pursuing a doctorate degree in engineering.

Since *Giving Tuesday* fell on the same day as Cinco De Mayo, LTYC was thrilled to feature international club king, aka DJ STAKZ (Lovens Gedin). Born in Brooklyn, New York, he has traveled the world amassing a global following. DJ STAKZ has also hosted high-end dance parties in Dubai, Jamaica, Aruba, the Dominican Republic, Paris and Haiti. His beats brought an international flair to the event that “wowed” the virtual crowd!



The LIVE online fundraiser closed out big with the most infamous pioneers of hip-hop. Producer, arranger, and founding member of the Get Fresh Crew featuring Doug E. Fresh, celebrity DJ Chill Will (Willie Finch) who ran the LIVE feed of the LTYC Do More 24/*Giving Tuesday* event on his platform. Even in the final hours of the giving campaign, donations continued to pour in!

Amid the COVID-19 pandemic, thousands of unlikely heroes including medical and essential workers have been continually praised, as they should. Now we can add DJs to the list. Daily, DJ led #QuarantineParties are bringing online communities together to help thousands of people

get through this difficult time. Hats off to every DJ that made the LTYC Do More 24-*Giving Tuesday* a success! While it is impossible to predict next year's Giving Tuesday plan, the ongoing thread across popular social media channels acclaimed: #GivingTuesdayWillNeverBeTheSame!

Leaders of Tomorrow Youth Center, Inc. is a 501C3 non-profit organization that utilizes a program design that supports youth with excelling in academics, the arts, and social development. Amid COVID-19 we are continuing to navigate the changes it brings while making every effort to continue to service are partners, schools, students and parents.