

For Immediate Release

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**Righteous Entertainment and The Salvation Army Get Fired Up at
Ribs N Soul Fest**

Clothing Drive partnership will ignite youth with positive musical messages

DETROIT (July 4, 2008)--The barbecue sauce isn't all that's hot at the Ribs N Soul Fest this year!

Righteous Entertainment is partnering with The Salvation Army to host a clothing drive celebrating the DVD launch of "Blaze: The Truth Through Hip Hop." On Sunday August 3rd from 2pm-5pm, The Salvation Army Donation Truck will be accepting household goods and clean men's, women's and children's clothing at the entrance to Hart Plaza during the Ribs N Soul Fest. "We felt The Salvation Army would be the perfect partner to reflect the theme of positivity that people will experience when they see "Blaze," said Dornique A. Lynch of Righteous Entertainment. Fresh from the Hip Hop film circuit, "Blaze" has been lauded by representatives from BET and MTV for presenting a look at a genre of Hip Hop that is oft-overlooked, but gaining momentum. The documentary presents a behind-the-scenes look at Hip Hop artists who leave sex, drugs and violence out of their music. Instead, they lay positive and truthful lyrics atop the style of music that youth today love to hear.

As an added bonus to the official launch, The Salvation Army ARC singers will present a concert at 3pm along with positive Hip Hop artists. Available for sale at the promotional tent will be the "Blaze" DVD, CDs from positive Hip Hop artists and t-shirts. The first 100 donators will receive free gift bags as a token of Righteous Entertainment's appreciation.

About Righteous Entertainment

Based in Sarasota, FL Righteous Entertainment is comprised of a team of independent screenwriters and feature filmmakers dedicated to producing innovative, exciting and original works for the world market. Headed by Creative & Managing Director Maurice Lynch, Righteous Entertainment aims to produce a high standard of short and feature-length films that are family oriented and pure entertainment for all. For more information on Righteous Entertainment, please visit www.RighteousEnt.com.

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About The Salvation Army

For over 100 years, The Salvation Army Adult Rehabilitation Centers have provided in-residence rehabilitation programs to people with a variety of social and spiritual afflictions. The Salvation Army provides program participants with a clean and healthy living environment, food, work, counseling and spiritual direction to renew life skills and develop a spiritual awakening. For more information on The Salvation Army, please visit www.SalArmyThrift.com.

About the Ribs N Soul Fest

In its 13th year, the Ribs N Soul Fest is bigger than ever. Hosting an average of 125,000 attendees, it is one of the premier summer events in downtown Detroit. From its home in Hart Plaza, the festival features performances, a Kids Zone, a Health Expo, a Classic Car Show and Cruise, and of course--ribs! With 15 "ribbers" competing for the Best Ribs title and additional vendors on hand to sell delectable dishes, the Ribs N Soul fest is a feast for the senses! For more information on the Ribs N Soul Festival, please visit www.ribsnsoul.net.

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