

FOR IMMEDIATE RELEASE
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iHeartRadio Personality DJ Self Hosts Back To School Event in Brooklyn

iHeartRadio personality and Brooklyn native DJ Self is hosting the inaugural Back To School event in Herbert Von King Park on Sunday, August 20th, 2017 from 2:00 – 8:00PM. DJ Self has coordinated with sponsors iHeartRadio's Power 105, Target Stores, Subway Restaurants, Costco Wholesale, TD Bank, Essentia Water, Rookie USA and many other area merchants to provide free school supplies and backpacks for grade school children aged 6-12 years old.

In cooperation with the New York Police Department's 79th Precinct, and two community organizations - *500 Men Making a Difference* and *P.E.A.C.E For Peace* - this event is free to all and will include music, games and activities for the whole family. Herbert Von King Park, located at 620 Lafayette Ave. in Brooklyn has ample space and features a stage for the various entertainment that will be presented throughout Sunday afternoon.

DJ Self hosted a very successful Christmas season toy event in December 2016, reaching over 300 children, and is looking forward to encompassing even more kids for this Back To School outreach into the community that he calls "home".

In addition to the aforementioned sponsors, the following companies also opened their doors to support *Gwinin Entertainment*, DJ Self's production company, and enhance the start of the 2017-2018 school year for the many children from all 5 New York City boroughs:

BJ's Wholesale Club
Home Depot
Eden Body Works
Bravo Supermarket
Rookies USA

Walgreens
Costco Wholesale
New York Police Dept.
Miss Jessie's

School supplies will be distributed **while supplies last.**

For further media information regarding *DJ Self's Back To School* event, please contact:

Ann Lauren
Lauren Media Group
ann@laurenmediagroup.com
917-239-9994

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About Lauren Media Group

Since 2013, Lauren Media Group, LLC has helped revitalize careers and brands. LMG is a full-service entertainment media company that focuses on marketing campaigns, events, talent, public relations, and brand exposure.

About 500 Men Making a Difference

500 Men Making a Difference is a 501(c)3 non-profit organization operating in the five boroughs of New York City. 500 Men recruits, trains and matches mentors who are eligible to support young men ages 12-22. The organization is based in Brooklyn New York and engages young men in one-on-one mentoring, hands-on community revitalization projects, group tutoring and volunteer placement.

About P.E.A.C.E. for Peace

The mission of P.E.A.C.E for Peace is to recognize, reform, and reduce challenges facing our at-risk youths and neighborhoods. The principal goal of P.E.A.C.E for Peace is to utilize culture, education, and empowerment in our mission to cultivate culture and consciousness, with social cognitive intervention, a continuum of services through partnerships, alternatives, opportunities, and solutions that support youths ready to become constructive participants in their lives and communities.