

**FOR IMMEDIATE RELEASE**

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## **“Concrete Culture: The Rising Legacy”**

The Weekend Wake-Up Calls on Bay Area Youth Agencies  
to Organize Field Trips to its First San Francisco Event  
**Friday February 15 at the Filipino Community Center,  
5 p.m. to 10 p.m.**

**Oakland, CA. January 18, 2008 – The Weekend Wake-Up FREE Monthly Community Events continues to expand and build community throughout the Bay Area. In February, the Weekend Wake-Up will cross the bridge for its first event in San Francisco in collaboration with Active Leadership to Advance the Youth (ALAY) at the Filipino Community Center (FCC) to connect its Oakland audience with their peers on the other side of the Bay. The move represents the event’s goal to continue to broaden its community and create a positive network for the next generation.**

Over the past year, the Weekend Wake-Up expanded from an event put on by a single collective, Weapons Of Mass Expression, to a broad coalition of East Bay youth organizations that includes COV Records, Youth Together, BUMP Records, Youth Roots, Destiny Arts Center, Colored Ink and SNAG Magazine. Each organization supported the intention of the event to bring together youth from their programs to build their network and awareness of programs, issues and each other. Almost immediately, the collective looked across the Bay to San Francisco and organizations such as ALAY, HOMEY, Poder, and United Playaz. These youth organizations have been working towards the common goal of addressing and organizing around the root causes of the issues faced everyday by youth growing up in San Francisco’s low-income and working class communities of color. Recognizing the need to connect all youth who share similar struggles throughout the Bay Area to build unity and raise awareness on critical issues such as the San Francisco’s gang injunctions, which are unfairly targeting black and brown youth as well as Oakland’s increasing homicide rate, they agreed to support a collaborative event that brings together youth from both sides of the bay. The result is *Concrete Culture: The Rising Legacy*, a celebration of struggle. A tribute to the elders who have united and struggled before us, to the people who carry on that legacy of struggle today, and to the youth who will continue to unite and struggle for our people tomorrow.

Each organization is bringing a contingent of youth from their programs to connect with peers and they are calling out to other organizations throughout the Bay Area to do the same. “We really want to see our young people get to know each other.”, says Galen Peterson of COV Records and Art in Action. “Building community among the youth in positive environments like the Weekend Wake-Up is part of our central strategy to silencing the violence.” Directions to the FCC on public transportation and driving are included with this release and have been posted on the Weekend Wake-Up website ([www.weekendwakeup.com](http://www.weekendwakeup.com)).

This February, ALAY will host the first Weekend Wake-Up in San Francisco at the

Filipino Community Center. The event will feature homegrown Filipino emcee Kiwi. In the spirit of collaboration and community, the One Struggle band will lead several open mic ciphers along with performing one of their powerful musical sets. Funky drummer Derek Taylor of The Park will also be adding some extra funk for the folks at the closing cipher jam session. Old skool Chicago legend, Super LP Raven of Stony Island, chi-town's best kept secret, will make a guest appearance rocking live breaks for the b-boys and b-girls in the audience. SF youth from the FCC Hip-Hop Workshop will share the stage with Oakland Emcees from COV Records. Lookout for a surprising guerrilla artistry showcase from Trust Your Struggle Collective, Cuba, Raven, Spie, Drama and I Go theatre artists.

Date: **Friday, February 15, 2008**

Time: 5 PM – 10 PM

Location: **Filipino Community Center**  
35 San Juan Avenue  
San Francisco CA, 94112

Cost: **FREE**

Artist Info: **Kiwi** -- [myspace.com/kiwi](http://myspace.com/kiwi)  
**Super LP Raven** – [www.universityofhiphop.org](http://www.universityofhiphop.org)  
**COV Records** – [myspace.com/COVrecords](http://myspace.com/COVrecords)  
**FCC Hip-Hop Workshop** – [myspace.com/fcchiphopworkshop](http://myspace.com/fcchiphopworkshop)  
**United Playaz** – [www.unitedplayaz.org](http://www.unitedplayaz.org)  
**The Park** -- [myspace.com/royaleallstars](http://myspace.com/royaleallstars)  
**One Struggle Band** – [myspace.com/onestruggleband](http://myspace.com/onestruggleband)

DJ Info: **SmokeStaxx** – [myspace.com/foreverwerockin](http://myspace.com/foreverwerockin)  
**HayLow** – [myspace.com/haylow](http://myspace.com/haylow)  
**Jus Jones** – [myspace.com/jusjones415](http://myspace.com/jusjones415)

Collaborating Youth Agency Info:  
San Francisco

**ALAY** – [www.myspace.com/alayyouth](http://www.myspace.com/alayyouth)  
**H.O.M.E.Y.** [www.homeysf.org](http://www.homeysf.org)  
**PODER** -- [www.podersf.org](http://www.podersf.org)  
**United Playaz** -- [www.unitedplayaz.org](http://www.unitedplayaz.org)

Oakland

**BUMP Records** -- [www.youthsounds.org/bump/index.html](http://www.youthsounds.org/bump/index.html)  
**Colored Ink** – [www.coloredink.org](http://www.coloredink.org)  
**COV Records** – [myspace.com/COVrecords](http://myspace.com/COVrecords)  
**Destiny Arts Center** -- [www.destinyarts.org](http://www.destinyarts.org)  
**I Go** [myspace.com/letpoetrymanifest](http://myspace.com/letpoetrymanifest)  
**Weapons Of Mass Expression (W.O.M.E)** –  
[www.weekendwakeup.com](http://www.weekendwakeup.com)  
**Youth Movement Records** – [www.youthmovementrecords.com](http://www.youthmovementrecords.com)  
**Youth Roots** -- [www.oaklandleaf.org/html/youthroots.html](http://www.oaklandleaf.org/html/youthroots.html)  
**Youth Together** – [www.youthtogether.net](http://www.youthtogether.net)

View the New Weekend Wake-Up Video @ [www.weekendwakeup.com](http://www.weekendwakeup.com)