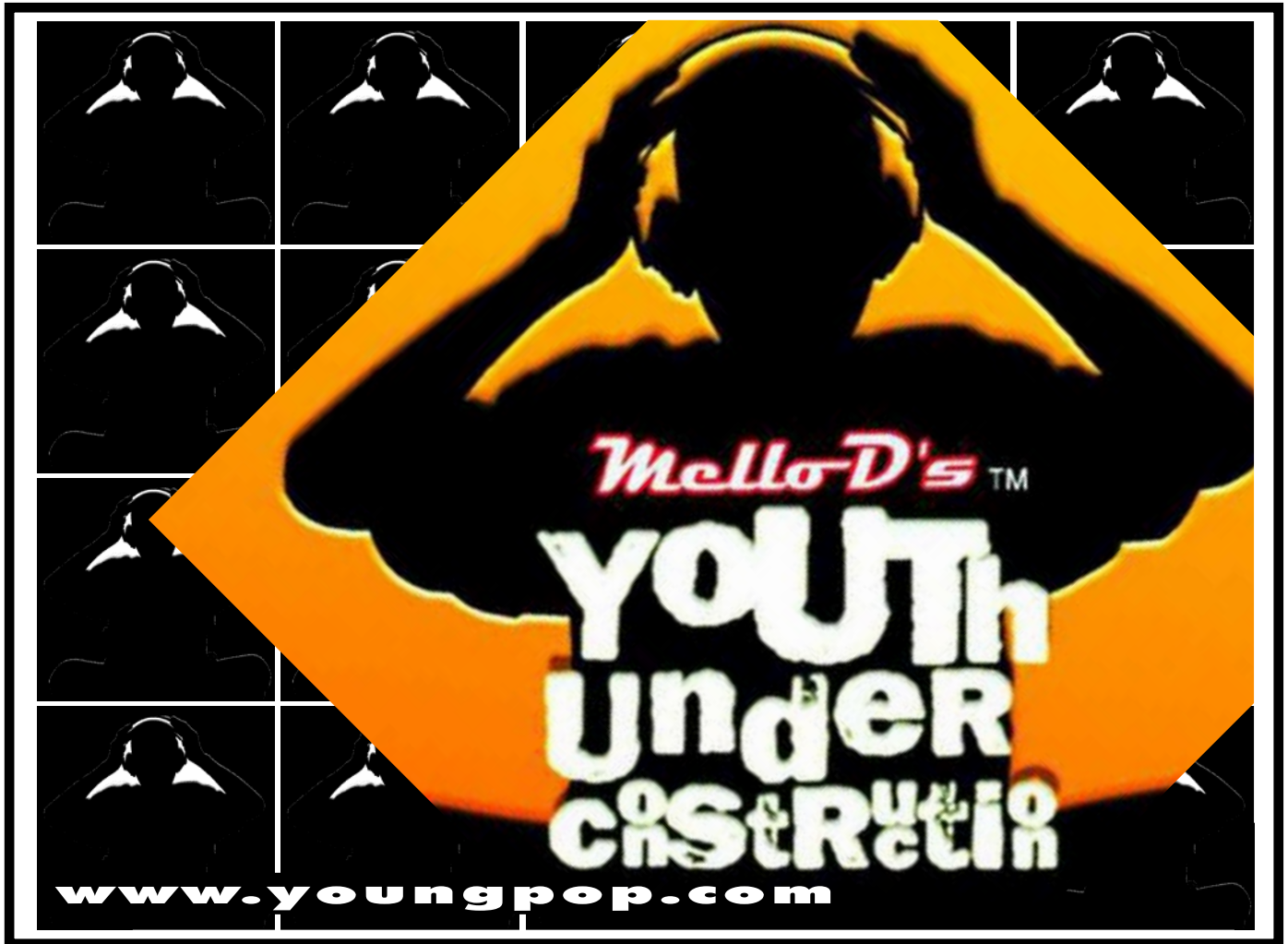


Introducing
Youth Under Construction



**It's an introduction, to the young & intelligent. . .
Because Kids Deserve a Better Rap!**

WINNER:

**4 National Top-Level Parenting-Related Awards
including NAPPA & Parents' Choice Foundation**



***"Because Kids
Deserve a
Better Rap!"***



Welcome to Mello-D's "Youth Under Construction"...

Dear Professional Educator-Facilitator,

Your students are a part of the Hip Hop generation. Hip Hop is a cultural trend that is very significant and powerful to them. **Our experience has shown that Hip Hop can be used in classrooms or youth facilities to challenge students, foster creativity, teach valuable lessons, and actively engage them using a medium they already enjoy- music!**

Students are exposed to the negative messages that are portrayed in rap music almost on a daily basis. Mello-D's "Youth Under Construction" (MDYUC) is a Detroit-area-based group that originated as a reaction to this highly saturated environment. **Since 1992, we have harnessed the power of Hip Hop and transformed it into a mechanism for spreading a positive, character-building message.** The project has evolved to include many local musicians, young leaders, recording artists, youth volunteers and educators who have a positive vision of Hip Hop. They work together to assist and encourage young people to create positive alternatives for themselves and their peers, utilizing music they love.

To enable you to actively bring the power of positive Hip Hop into your classroom, MDYUC offers the music from the **4 Top-Level National Parenting-Related Award Winning CD**, lesson plans, teacher guides, worksheets, lyric posters, wearables, performing arts workshops, musical plays, and concert-style performances. **Our website: www.youngpop.com, displays the organizations progress, complete with a virtual music player with audio samples of the music, lyric sheets, photo gallery, promotional videos and much more.** Students, educators, parents and the media rave about Youth Under Construction on a regular basis.

Benefits to the Students

MDYUC performances and programs are a great way for you to tap into your students' emotional and musical intelligence as well as critical thinking skills. MDYUC will challenge your students, foster creativity, teach valuable lessons in a positive, not negative, way and actively engage them – even tapping into MEAP benchmarks. **The concept of "bullying" is finally being taken seriously** as a civic/citizenship problem in our schools. MDYUC is a great tool to help combat this issue by making the student's music a way to channel their energies towards a positive effort.

The MDYUC program is making its way across the country, moving from school to school, performing a musical story about a group of kids who made a difference in their community and created a positive rap alternative. **Each song on its album has a good groove, a catchy chorus and a positive message that can be a catalyst for discussion on topics that young people need to face** – even providing a topic for writing assignments.

On behalf of the MDYUC team, I sincerely hope you will consider exposing your students to our programs and products. Please be in touch so we can collectively continue to build positive alternatives for this generation worldwide.

Best Regards,

David Sawicki, Executive Director
Harmony Garden Entertainment LLC

www.youngpop.com

1316 N. Campbell Rd. #135 • Royal Oak, MI 48067 • (248) 545-4411 • mdyuc@yahoo.com

What is Mello-D's

"Youth Under Construction" (MDYUC)?

- A National Multi-Award Winning **MUSIC CD** featuring a NEW "hip-hop"/ pop style, "Youth Appropriate" with no foul language or graphic violence..

National
Parenting
Publications
GOLD Award
2005



Parents'
Choice
Foundation
GOLD Award
2003

Children's
International
Music Web
Awards: **Best CD**
for Older Youth
2004



National Partnership
for Community
Leadership (NPCL)
Detroit's Favorite
Father Award

**NPCL- "Detroit's
Favorite Father
Award- 2005"**
for MDYUC
Producer, Mello-D

"Terrific... authentic, driving beat... well-crafted, heartfelt songs"

Parents' Choice Foundation

- A spectacular **LIVE SHOW & SCHOOL ASSEMBLY** with a powerful built-in **FUNDRAISER TOOL** for schools & non-profit organizations.

Selected for inclusion in the
Michigan Humanities Council
2006-2009 Touring Directory



**"... high energy, fast paced, thought-provoking performance...
It is rare to find a program that encourages critical thinking while being
thoroughly entertaining."**

Katherine Drotos, Nataki Talibah Schoolhouse of Detroit, Wellness & Dance Teacher 1st-8th grade

- An **EDUCATIONAL TOOL WITH LESSON PLANS** plus the new **SHOW ZONE** Performing Arts Course- Perfect for in-or-after school programs.

"Simply, the best program of it's type!"

Jim Tuman, Positive Schools Network, Jimmy's Kids

- A **SPONSORSHIP OPPORTUNITY** for individuals and businesses looking for family-oriented positive impressions generating good-will.

Youth Under Construction- Dynamic Live Shows & School Assemblies

This Front Page, Section A article appeared in
The Jackson Citizen Patriot

November 23, 2004, the day after a Youth Under Construction Assembly Presentation at Parkside Middle School in Jackson, Mich.

(The overall article, shown at right, measured 8 x 10.5")

MUSIC LESSONS: Students hear positive message with hip-hop beat

Tuesday, November 23, 2004

By Marshand Boone For the Citizen Patriot

The auditorium at the Middle School at Parkside looked like a concert hall Monday, complete with dimmed lights, flashing spotlights, smoke wafting through the air and an enthusiastic audience.

This wasn't an ordinary assembly at the school, but a special musical performance by Youth Under Construction, a Detroit-based group of students that performs songs stressing positiveness and individuality set to a hip-hop beat.

The group, which sang songs with titles like "Opinions (I've Got Mine)" and "Keep Peace in the Hood," performed for about 30 minutes before seventh- and eighth-graders.

"We're trying to show kids that you can be positive, that there's a better way," said vocalist **Tyrone Davis**, 18, of Detroit, who has been in the group for two years. **"You can still sing and break dance, but do it in a positive way."**

Principal Dave Kiesel said he has heard some hip-hop music and objected to its often-sexist tone, but knows that many students will listen to it because of its catchy beat.

"Kids are going to listen to rap one way or another," he said. **"The concept here is to take the catchy beat and pair it with positive lyrics. If you present positive lyrics, the message comes back to you."**

The program was originally intended only for the school's College Incentive Program scholars, said **organizer Cam Herth of Jackson Community College**. He said it was wise to allow more to attend. **"When I hear the reaction, I'm very encouraged by that,"** he said.

Richard Lawson, owner of Tri-R Entertainment, one of the sponsors of the performance, added, **"We felt it was a positive message to bring. Music is such a powerful influence on young people."**

The group's message certainly wasn't lost on **seventh-grader DeAndre Buckner**.

"I thought it rocked," said Buckner, 12. **"I thought it was the best program. It really taught us about everything that's happening in school, what we should do. Everything was interesting."**

Youth Under Construction is THE answer for youth seeking a program that entertains AND educates! Find out more at www.youngpop.com or call 248-545-4411

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MUSICAL GROUP SPREADS POSITIVE MESSAGE



CITIZEN PATRIOT - JUSTIN KELLEY

Steven Fagan, a performer with Mellow D's Youth Under Construction group, gets the audience involved during its show at the Middle School at Parkside. The group uses rap and pop music to convey its positive and character-building message.

MUSIC LESSONS

Parkside students hear positive message with hip-hop beat

By Marshand Boone
For the Citizen Patriot

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Mellow D's Youth Under Construction performers Anthony Graves, left and, Steven Fagan rap in front of the stage during the assembly Monday afternoon.



Our Mission:

To develop fun & quality entertainment productions that educate & reinforce values-based, character-building lessons to support a young adult's emotional intelligence and critical thinking.



Mello-D's

Youth Under Construction (MDYUC) is also ...

- **Powerful...**

... Music, the universal language, is at the core of this project. With a multi-award-winning CD and the support of over 200 families (and growing!) globally, MDYUC has proven to be a positive force that is changing lives.

- **Flexible...**

... Capable of positively affecting a wide range of students, regardless of age, gender, nationality, religion, physical condition or learning ability. We adapt our programs based on the needs of the client(s).

- **Vital...**

... Today's youth are bombarded by entertainment, news and commercial marketing that is predominantly NEGATIVE. MDYUC supports youth while encouraging their progress and success!

Production:

David "Mello-D" Sawicki
for Harmony Garden Entertainment LLC

Executive Producer:

Lisa "Thyme" Sawicki

Publicity:

Lapides Publicity Giragosian

Royal Oak, Michigan



CALL US FOR: CD's, Video, Live Performance, Educational Tools & MORE!

1-248-545-4411 • 1-800-596-8845 • www.youngpop.com

Let's Start Something!