

## **Atlanta's Hot 107.9, Konvict Muzik & Upfront Megatainment Team Up With Preserve Our Legacy, Inc**

*Father's Day Celebrity Basketball Game Event with a \$25,000 Text-to-Enter Half-time Contest. Contestants that text 'J-A-D-E-N' to 32075 will be able to enter. .*

**June 11, 2008** - [PRLog](#) -- Atlanta's Radio station Hot 107.9, Konvict Muzik and Upfront Megatainment have teamed up with Preserve Our Legacy, Inc. on Father's Day to create awareness about the Jaden Hilton Initiative for Celebrity Basketball Game at Morris Brown College on June 15, 2008 from 12pm-4pm.

Beyonce Alowishus from Hot 107.9 will broadcast live from 11am-3pm on Father's Day. The game will be themed as Sports vs. Music. Players include David Banner, JD Williams from HBO's the Wire, 2Pistols, DJ Drama, Dolla, Polow Da Don, Mims, Headache, Lil John, Rueben Draughn (NY Giants), Ken Hamlin (Dallas Cowboys), Frank Walker (Baltimore Ravens) and Invited Guest Jazze Pha, Mr. Collipark, Case, Rich Boy, Gotti, Yung Joc, Dwight Freeney, Ron Artest, Josh Howard, Larry Johnson of the Kansas City Chiefs and Robert Mathis of the Indianapolis Colts, many more to come.

MiraMac Media Group, LLP will also host a \$25,000 Text-to-Enter Half-time Contest. Contestants that text 'J-A-D-E-N' to 32075 will be able to enter. The chosen contestant will have 24 seconds to make a lay-up, free throw, 3-point shot and half court shot. The goal for this event is to create awareness for The Jaden Hilton Initiative.

### **The Jaden Hilton Initiative**

The goal is to establish Jaden's Law throughout the country. The Jaden Hilton's Initiative will educate minorities about health disparities and benefits that adult stem cells provide for treatment options for various diseases that effect minorities such as sickle cell anemia, diabetes, heart disease, cancers and about 76 other diseases. Adult stem cells can be collected from umbilical cord donation and/or bone marrow donation via hip or knee replacement. Jaden's Law will mandate hospitals and doctors to educate patients about their donating options as well as via the hospital consent forms. Jaden's Law was introduced by New Jersey Assemblyman Neil Cohen on the Assembly level and Senator Ruiz on the Senate Level.

Preserve Our Legacy, Inc aims to mentor, educate and inform minority communities about benefits of adult stem cell treatments. Adult Stem Cells, which can be collected through umbilical cord donation after a mother gives birth, or through orthopedic remedies, have been researched to offer advanced treatment of diseases that affect minority community at a high rate, including Leukemia, Sickle Cell Anemia, Diabetes, Heart Disease, and over 76 other diseases. "I lost my son last year to Leukemia and my drive and determination is in full gear to try to stop this from happening to any other children anywhere. But it starts with you, if you are educated about this, then you can educate someone else." says Rodney Hilton.

The event is coordinated by MiraMac Media Group, LLP and Go Geta Entertainment. MiraMac Media Group, LLP is a consulting firm based in New Jersey. Go Geta Entertainment is based in Atlanta, Georgia. Atlanta's radio station Hot 107.9, will be celebrating its 13th year and hosting Birthday Bash Concert the day before. Konvict Muzik was found by artist, AKON and is one the leading music entertainment companies in the music industry with artist(s) such as AKON, T-pain, Brick and Lace, just to name a few. Upfront Megatainment, founded by Devyne Stephens, is one leading industry entertainment companies in Atlanta. Sponsors include Create One Records and The R Group, Inc.

For event information contact Shana Mac at 1.877.334.7974 ext 702, for Music Player information contact Meda at ext 703, for Sports Players contact Richera at ext 704.

## Adult Stem Cells

Adult stem cells are undifferentiated cell types found among differentiated cells in an organ or in tissue (Differentiate meaning to make different, cause to develop differences). Adult stem cells are defined by their origin and their primary role is to maintain and repair tissue in which they are found. Scientists are discovering that adult stem cells are present in many more tissues than was at first thought and some are able to develop differences to other cell types. This offers hope that adult stem cells may be useful to treat some common serious diseases such as diabetes, sickle cell anemia, leukemia, heart disease, Alzheimer's disease, Parkinson's disease and spinal cord injuries.

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