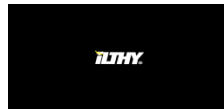


PRESS INFORMATION

Tropikana
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FOR IMMEDIATE RELEASE

March 25, 2013

PROJECT YELLOW

HIP-HOP RADIO PERSONALITY, TROPIKANA PRESENTS NEW YOUTH PROGRAM “PROJECT YELLOW”!

CLEVELAND, OH- *Hip Hop Radio Personality, Tropikana* joins forces with **VILLA**, **The Salvation Army Hough**, **Socialite Behavior** and **iLTHY** to present, the first annual “**Project Yellow**”, a celebrity scholarship basketball tournament designed to encourage high school seniors to go to college. *"It is imperative as leaders that we galvanize, encourage, and create clear paths towards the endless possibilities our youth have to succeed. Project yellow is the embodiment of inspiration."* says, **Tropikana**. Students will get to play basketball with some of their favorite celebrity athletes in an effort help motivate them to participate; (names to be released at later date). *" I think it was important for us (Villa)to be apart of project yellow because were all about making a change in the community especially when it comes to the youth and being apart of project yellow is one of the biggest if not the biggest movements to date we've had the honor to help live out our mission."* says. Anthony Jones, Store Manager/ Community Relations, Villa. **Project Yellow** is the first of its kind to launch in Cleveland promoting athleticism and scholarship. Inspired to ignite her largest fan base, students 13-21 Tropikana gives back by creating a goal to accomplish a dream.

Details are as follows:

What is Project Yellow? Project Yellow is an Annual Celebrity Scholarship Basketball Game that offers a unique opportunity for selected high school seniors of the Greater Cleveland area to compete alongside celebrities and sponsors for college scholarship funds.

What Is The Mission of Project Yellow? The mission of Project Yellow is to encourage youth to fulfill their purpose and to promote collegiate access and success.

What are the qualifications to compete in Project Yellow?

- Students must be currently enrolled in Cleveland Metropolitan School District
- Graduating Senior
- GPA 2.7 and above

In addition to the qualifications each student must submit a (1) page essay or a (2) two minute video blog explaining how they strive to follow their dreams titled “Be Wild”.

Submission period: March 25, 2013 – April 12, 2013

If selected, students will exhibit their skill and talent in an invitational scrimmage where “6” students will be chosen to compete alongside celebrities and professional athletes for scholarship funds. **When and where will Project Yellow take place?** Saturday, May 4th, 2013 at the Salvation Army Corps located at 6000 Hough Avenue Cleveland, Ohio.

If you are apart of the CMSD and would like your students to participate in this program please visit: www.thetrophouse.com and have them register today!

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