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MEDIA ALERT

FOR IMMEDIATE RELEASE – July 12, 2006

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**CELEBRITY KIDS RAISE AWARENESS FOR HIV/AIDS IN
A FASHIONABLE WAY**

WHAT: Celebrity parents are getting their children involved in the First Annual Wonder Land Kids Fashion Show Featuring Celebrity Kids fundraising event. Hosted by Show Me the Way Foundation in conjunction with Macy's Department Store, HOT 107.9, Dunn's Underwriters and Rolls-Royce Motor Cars Atlanta, event attendees will have a chance to preview the hottest back-to-school fashions two weeks prior to the Georgia tax-break weekend. 100% Proceeds will benefit kids and teens orphaned by AIDS.

WHO: Jermaine Dupri (Producer), Big Boi (Outkast), Lil Jon (Producer), Keion Carpenter (Former Atlanta Falcon), Roderick Gardner (Green Bay Packers), Kandi Burrell (Formerly of R&B group Escape), and DJ Drama (Grand Hustle Entertainment)

WHEN: Sunday, July 16, 2006 6 PM (Red Carpet begins at 5:30pm)

WHERE: The Fabulous Fox Theatre – 660 Peachtree St. NE. Atlanta, GA 30308, Egyptian Ballroom.

ABOUT: AIDS has orphaned millions of children worldwide and the number is expected to increase as more HIV-infected parents become ill and die over the next 10 years. Show Me the Way Foundation is a 501 (c)(3) non-profit organization geared towards cultivating dreams and improving the foster care experience of foundation recipients affected by AIDS by providing field trips to some of Atlanta's premier attractions such as Six Flags, Georgia Aquarium and professional sporting events. In addition, Show Me the Way Foundation will provide mentoring and tutoring programs. For more information, visit the foundation website: <http://www.showmethewayfoundation.org>

***** Photo and Video Opportunities*****

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