



STOP THE BLEEDING, INC.

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IT'S A LOVE EXPERIENCE THIS WEEKEND AT STB's NEOSOUL FESTIVAL 2010

You will surely feel the love this Saturday evening, October 16, when Stop the Bleeding, Inc. in partnership with Silhouette Entertainment presents **“The Love Experience,”** the Second Annual Neosoul Music Festival on St. Croix. Music will be continuous from 6 p.m. to midnight, poolside at the Divi Carina Bay Resort. According to Cheryl Francis, founder of the Stop the Bleeding Foundation, proceeds from the event will benefit the organization’s work to reduce violence in Virgin Islands communities. “This is such a wonderful way to celebrate the work we do,” said Francis. “We look forward to the entire community coming out to support our annual event.”

Krista Edwards, spokesperson for Silhouette Entertainment, describes the event as an eclectic showcase of art. “Neosoul and R&B meets Roots Rock Reggae,” explains Edwards. Festival goers will enjoy the musical options -- classic soul, rhythm and blues, jazz, gospel, Afro-Cuban and Caribbean sounds infused with exhilarating performances of poetry and dance. Local entertainers will perform their original music and poetry. The line-up includes Prodigy Block, Swagga, AnuMaat, Jahman, Junior P, Cherise King, Vance-Fungo, Stanford Joines, Divya, Black Starr Band, Hetepi, Winifred “Oyoko” and Khema “Goddess” Loving, Temisha Libert, and Wanda Rosario. The Cruzan Dance Company will perform, guests can browse the vendors’ bazaar, and premium food and wine will be on sale. “Neosoul: The Love Experience” promises to be ‘magnetic’ and will satisfy all of your senses,” Edwards said. A special VIP section is available for those wishing selective gourmet dining with a terrace view of the stage performances.

The Stop the Bleeding Foundation is a non-profit organization founded in the Virgin Islands in 2007 in an effort to get parents actively involved in reducing the violence in their communities and promoting peace as the cultural standard, said Francis. STB works collaboratively with other organizations such as V.I. Care, Mothers Against Guns, Crime Stoppers of the Virgin Islands, schools, churches, and with youth leaders to

educate children about better ways to solve their problems. Since its inception, STB has involved parents through its Parent Involvement Drive programs and has become well known for its poignant and award winning television messages urging parents to actively participate in the lives of their children.

Silhouette Entertainment was formed in 2009 by a core group of young Virgin Islands professionals and college students intent on supporting community-based programs and creating new artistic outlets for local artists. Last year, Silhouette broke new ground by introducing the first comprehensive live music Neosoul venue in the Virgin Islands. Silhouette has developed “Neosoul: The Love Experience” as STB’s flagship annual fundraising event. Funds raised from this event will benefit Stop the Bleeding's programs including: Step for Peace, The V.I. Peace Manual, Peer-to-Peer Education, and multimedia public service announcements.

Sponsors for the music festival include: HOVENSA, Pinnacle Services Inc., Trisission Productions, Bank of St. Croix, and ABS Printing.

Tickets can be purchased for \$25 in advance or \$30 at the door. VIP tickets are \$85 and are available for advance purchase by calling .513-288-1140. St. Croix ticket outlets are Violette’s Boutique, Riddims, Urban Threadz, Jackie's Beauty Supply, and the Caribbean Museum Center for the Arts. St. Thomas outlets are Natural Livity and Urban Threadz. Reduced hotel rates and airfare packages are available from St. Thomas, with the purchase of a ticket. For more information, e-mail: neosoulvi2010@gmail.com, visit www.neosoulvi.com, or call 340-332-1484.