

Music **news** & **notes**

R&B Show Helps *Tune Up* Communities And Strikes Gold

(NAPSA)—One of the year's most anticipated concert tours promises to take the live music experience to a whole new level through an unprecedented national consumer promotion, while raising funds for community improvements.

The concert—which features R&B sensation Jaheim, legendary rapper and deejay Biz Markie and other leading urban artists—will raise money for One Hundred Black Men Inc., a social service organization. The group sponsors job training and housing initiatives across the country. Since the tour's inception four years ago, it has raised more than \$100,000 to help support the effort.

In addition to helping charity, the show could help those who attend it—in one case, to the tune of \$25,000. The 24 city tour, called Seagram's Gin Live 2002, will give away one diamond and white-gold medallion valued at \$25,000, as part of the Seagram's Gin Live Diamonds and Ice promotion.

The medallion, which was crafted in New York's famed Diamond District, is a one-of-a-kind piece created in the likeness of the Seagram's Gin Live logo. It contains 10 carats of individual diamonds mounted on a solid base of white gold and it is suspended from a 26-inch white-gold chain that is also encrusted with diamonds.

To win the medallion, consumers need to guess the number



A new concert may help music fans strike gold—and diamonds.

of diamonds in it. Those who guess correctly will be entered in a drawing to win the piece, as well as \$2,000 and a trip to New York to attend the official launch party for the tour.

The promotion also features a daily hip-hop trivia contest and merchandise giveaway on the nationally syndicated radio program the *Doug Banks Morning Show*.

To guess the number of diamonds in the medallion, to learn more about the concert or One Hundred Black Men Inc., visit the Web site at www.dougbanksshow.com or seagramsginlive.com.