



## Platinum Rapper "T.I." Supports E. Walter Smith and

## The Tenderness Campaign to Help Stop Domestic Violence

*Special collaboration with "Its Cool to Be Smart" and the upcoming release of "Saving Our Daughters From a Man's Point of View" blends 'Hip-Hop' and 'Old School' together for common cause.*

October 2008 - Atlanta, GA

Platinum selling rapper, "T.I." recently recorded a powerful Public Service Announcement in support of international recording artist, **E. Walter Smith's** battle against domestic violence and abuse called, "**The Tenderness Campaign.**" <http://www.ALittleTenderness.com/TI.mp3>

Inspired by Smith's song, **Tenderness**, <http://www.ALittleTenderness.com> **The Tenderness Campaign's** mission is to create an on going awareness of the domestic violence and abuse that continues to fester throughout the communities of the world. The campaign offers information about how to recognize the warning signs of domestic violence and abuse and seeks to accommodate all persons, no matter their cultural background, religious beliefs, sexual orientation, gender or age.

The PSA opens with T.I requesting that everyone open their cell phones and scroll through their list of friends taking special notice of those that are female. That simple exercise helps to drive home the story that the "paper trail" from police stations, 911 centers, hospitals, and military bases has been telling all along ... 1 out of 3 women are victims of domestic violence and abuse. Then the reigning King of the hip-hop charts issues a major challenge to "all the fellas" asking them to battle against domestic violence and abuse by saying, "**Not On My Watch!**"



***“Speaking about domestic violence awareness ain’t sexy but it sure is necessary,”*** says T.I. This “collaboration” of the Hip-Hop community and the Pop/R&B community is the kind of effort that is needed to make an impact on this international epidemic.

In fact, The Tenderness Campaign has partnered with It’s Cool To Be Smart founder, Curtis Benjamin in support of the book he co-authored with Karen Watts titled, ***“Saving Our Daughters From A Man’s Point of View.”*** <http://www.amanspointofview.org/>

In fact, the book features stories written by:

- \***Hollywood Heartthrob Lamman Rucker,**
- \* **Platinum Award Winning Rapper "T.I."**
- \* **NFL All Star Deon Grant (Seattle Seahawks)**
- \* **Grammy Award Winning Singer/Songwriter/Producer Sean Garrett,**
- \* **Celebrated Actor "Slim Charles" from The Wire, Anwan Glover,**
- \* **and Tyler Perry’s Top Thug, Gary Sturgis**

E. Walter Smith is on the advisory Board of **It’s Cool To Be Smart**, and the organization is fast becoming the non-profit of choice for the Music, Sports, and Film industries. <http://www.ItsCoolToBeSmart.org>

To learn the **“10 Warning Signs”** of domestic violence and abuse and order this beautiful song of healing and inspiration, please visit <http://www.ALittleTenderness.com>

Contact Information:

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