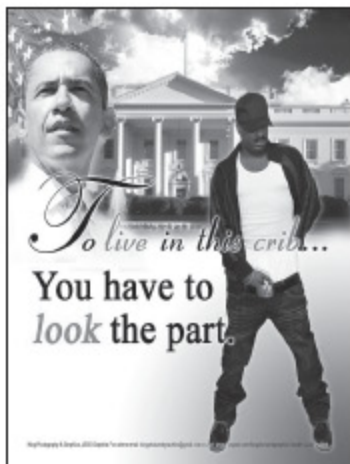


# No More Saggin' Campaign Launched

Atlanta, GA - (BlackNews.com) - President Barack Obama made an adverse national appeal for "brothers" to "pull up their pants" during a MTV program in November. In support of the President's plea, community, business, education, and faith based leaders have launched the 'No More Sagging' campaign led by bestselling author, activist and television talk show host JL King. The campaign encourages young men to dress with a positive purpose and relay favorable messaging through a classic public image.



group of 10 young men ranging in age from 17 to 25 years old. Based on the discussion and survey results, most of the young men wore their pants below the waist because it was popular, trendy and it made them feel cool. According to them, sagging is a style and fashion statement. As a result of this focus group, being a father to two sons, a uncle to nephews and a mentor, King created the 'No More Sagging' campaign to serve as a catalyst to change the fad.

"One interesting thing I learned was that many of the [heterosexual] young men didn't realize that there are gay men who love looking at them with their butts showing," says King. "They serve as eye candy to gay men even though they think they're being cool and hard core."

The mission of the 'No More Sagging' campaign is to promote progression rather than prison and individuality with integrity. The 'No More Sagging' posters are a must have for community outreach groups, schools, churches, detention centers, employment offices and associations. To place artwork reproduction orders (\$10.00 USD) and for additional information on the 'No More Sagging' workshop,

The 'No More Sagging' campaign mirrors the lifestyle and elegant portrayal of President Obama through a series of full color 18 x 24 artwork reproductions. The first phase of the series blends American imagery - President Obama, Air Force One and the White House - compared with graphics of men 'sagging.'

The second phase features an action oriented workshop facilitated by Alvin Ferguson, renowned clothing designer, buyer, model and celebrity stylist. The workshop teaches young men and registrants the fundamentals of fashion, trends of the Hip Hop era,

**Question:** Which state elected Representative Arthur W. Mitchell as the first black Democrat in Congress: Ohio, Illinois or Nebraska?

**Answer:** Illinois (Mitchell was elected to the House of Representatives in 1934.)

**Question:** In 1957, Blanche Calloway joined radio station WMBM and became its executive director. Did she work in Memphis, Mobile or Miami?

**Answer:** Miami, Florida (Sister of Cab Calloway, she was the first black woman to lead an all-male band in the 1930s.)

**Question:** To what African people is the Golden Stool a symbol of unity and strength?

**Answer:** the Ashanti (In every family, a stool is part of the household furniture.)

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Rusk, TX. - Adam and Henry Mallard, Sr., brothers, enjoy a day together working in Adam's yard. Adam is retired from the city of Rusk Streets and Water Department and enjoys working in his yard, watching the daily Soaps and eating Lola's good cooking. Henry works on the Rusk ISD maintenance crew. These "Old Timers" spend time reminiscing about their military days and the fifties and sixties when they spent time playing dominoes with the guys at Ollie Major's Cafe.