



# Proposed All Star R&B / Soul Converse Campaign Expected to Bring International Audience

Chocolate PR, Inc, March 12, 2008

URL: <http://www.pr9.net/ent/entertainment/7598march.html>

*Industry Vetran brings together established and up and coming artists for the "All Star Soul Star" Campaign pitch.*

PR9.NET March 12, 2008 - Atlanta, GA - The melting pot of today's most acclaimed artists have a direct connection to Atlanta, GA. Coined as the new Motown, Atlanta has the features every independent artist and major artists alike need. Encompassed with dynamic venues, uniquely defined artists with sheer success under their belt. Keisha Jackson is a trail blazer for Atlanta soul movement. Daughter of the outspoken singer, Ms. Millie Jackson, Keisha brings authenticity to her craft. From traveling with the likes of Eryka Badu, Outkast, Jill Scott and Floetry to name a respective few. As well as premiering on the past few years of the MTV awards, Kids Choice Awards, VH1 Series and many more, she is no "newbie" to the media or success.

Keisha Jackson is hosting a Converse All-Star theme event on March 23, 2008 at the infamous Sugar Hill Night Club in Atlanta, GA. The theme will showcase Converse products via the special invited celebrity guests as well as the general audience. Keisha Jackson, Anthony David, Coupe Deville Theory and Daniel Moore will be performing. DJ Cut Master Swift of Outkast will be on the turntables and it is will all be hosted by the talented Joi with special guest Mr. CoCo Brown of Bet's Lyric Poet Café.

This is an All Star Birthday for Keisha Jackson as well as a campaign pitch for Converse.

The event will house the most elite of Atlanta within the performances and guest appearances. Ms. Jackson is also allotting the opportunity for 3 selected up and coming Soul/ R&B artists to be featured intermittedly at the event.

"This event is not just a celebration of my birthday, but it is also a tribute". "An ode if you will to hip hop and the love of it being real and constant." Every time I am on television performing, overseas on tours, engaging in media circuits, all I ever wear is Converse". "Authentic, Eclectic, Soul in a shoe". "It's just that natural instinct, wear the best"! Exclaimed Keisha Jackson when asked why she was doing a campaign pitch for Converse. The event is: March 23, 2008 at Sugar Hill in Atlanta, GA. Doors Open at 8pm EST. Special Gift bags will be given to the VIP Section of the event. Door fee is \$15. If you are interested in performing please see the link enclosed.

Media Registration deadline is Wednesday March 19, 2008

Deadline for Performance Entrees: March 15, 2008

<http://www.ondamapinc.com/allstar/>

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**About Chocolate PR, Inc**

Chocolate PR and COnsulting is an Atlanta based Public Relations Company. The primary areas of campaigns are Lifestyle, Entertainment and Corporate Urban Promotions. We are able to provide enhancements within any campaign and directly target the urban market with proven results.

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