

For Immediate Release

Freddie Jackson and Celebs to help raise funds for the Violence Prevention Institute

September 26, 2007

West Orange, NJ – Grammy nominee and R&B singer Freddie Jackson will host the Violence Prevention Institute's 2nd Annual "Challenge To Save Lives" fundraising event.

"I am more than happy to support this event. We need organizations like VPI that help save our children from violence and gangs. It's a real problem and I'm here to help" says Freddie Jackson.

Freddie Jackson, along with **Reg Wells** former Anchor for MY9 News, **Gus Williams**, Former NBA Champion and All-Star Player and other special guests are set to meet and greet guests at the fundraiser.

"This is an exciting year for us as we transition into serving more families and communities in New Jersey," states VPI CEO, Dr. Duane Dyson. "We must expand to meet the growing demand for VPI programs that address gun and gang-related violence".

The Violence Prevention Institute (VPI) was founded by Board Certified Emergency Medicine Physicians in response to the increasing number of youth victims and perpetrators of violent crimes treated in emergency rooms on a daily basis. These concerned physicians experience and see first hand the day-to-day results of gang and gun related violence.

VPI believes that the solution to youth violence lies in prevention through education. VPI programs work through educating youth on how the impact of negative behaviors today will affect them for the rest of their lives.

"Gang and gun violence is a growing public health crisis and the Violence Prevention Institute is here to meet the challenge" says Dr. Dyson.

On Thursday, November 15, 2007, the fundraiser will gather concerned citizens, corporations such as PSE&G and other community leaders to support its programs.

For more information call 973-395-0311 or visit www.violencepreventioninstitute.org