



PRESS RELEASE

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**DJ \$CRILLA & LAUREN LANZARETTA GIVE AWAY ALBUM—
ASK FOR DONATIONS TO CLEVELAND CHARITY IN RETURN
GIVE LOVE, GET MUSIC.**

CLEVELAND, OH January 10, 2012— DJ \$crilla and Lauren Lanzaretta, the Ohio duo who collaborated on *Color of Love*, have partnered with Berea Children's Home and Family Services in Cleveland to give away their album in exchange for charitable donations.

Upon its release, the seven-song EP will be available online, where music lovers can download and donate any amount they choose to BCHFS. Just like \$crilla and Lanzaretta, BCHFS calls Cleveland home. BCHFS aims to empower children and families to reach their potential by supplying them with the tools and positive affirmations they need to become contributing members of a strong community.

Color of Love, the first joint project for \$crilla and Lanzaretta, is an elemental fusion of hip-hop, soul and pop music. The EP brought together two total strangers, successfully mixing Lanzaretta's soulful voice with DJ \$crilla's energy and rapid delivery. Each track represents one of the seven colors in the color spectrum. The EP ranges from fiery hot to relaxingly chill. Lyrically, each song deals with the many colors, or emotions, of love.

Why give away the fruits of their labor? Aside from their talent, it is their loyal fans, the community and the strong relationships with other local artists who are to thank for their overwhelming success. It takes a village to raise a child, and it takes two generous artists to give back 100 percent.

To view the multimedia content associated with this release, please visit:

<http://www.multivu.com/players/English/53517-dj-scrilla-lauren-lanzaretta-color-of-love/>
http://www.bchfs.org/donate_coloroflove.htm

About Color of Love

Color of Love is mastered by Grammy award-winning Brian Lucey of Magic Garden Mastering, famous for his work with The Black Keys. DJ \$crilla is the 2009 winner of the Ohio Hip-Hop Award for Best Album with "Me, Myself and I," and is a member of New Heights Music Group. Lauren Lanzaretta is managed by Firefly Media Productions, and hopes to use her music to help end sex trade and human trafficking, especially among children.

About Berea Children's Home and Family Services

Berea Children's Home and Family Services strives to respond to the individual mental health and social service support of the community's most vulnerable children and their families. BCHFS supports a brighter future by cultivating strong kids, strong families, and strong communities.