

CAN'T STOP ★ WON'T STOP

To Whom It May Concern:

I am honored to be able to endorse Mr. Julio Cesar Rivas and his Hip-Hop School Of Arts.

In my work as an author, cultural historian, and consultant to a number of different organizations and philanthropic foundations on projects for youth and social change, I have not often seen the passion and vision I have seen in Mr. Rivas. I believe strongly that he brings a rare combination of skills, talents, and experiences to this project, a non-profit organization and school where the hip-hop arts can be taught to urban youths in an environment of respect and aesthetic inquiry.

There are precious few like Mr. Rivas. Over time, he has become a globally honored, highly influential leader in hip-hop. Through his Hip-Hop School of Arts, Mr. Rivas hopes to be able to develop not just the artistic talents of urban youths, but to also foster the development of their leadership and their ethical engagement with the communities they come from and beyond. Because I know first-hand of the enormous impact he has had on hip-hop here in the U.S. and in countries like South Korea, I have no doubt that the Hip-Hop School of Arts can have the same kind of profound impact on youths in Los Angeles.

I am therefore happy to be able to offer my highest recommendation to Mr. Rivas and the Hip-Hop School of Arts. If you have any questions, please do not hesitate to contact me at jeff@cantstopwontstop.com.

With respect,

A handwritten signature in black ink, appearing to read 'Jeff Chang', with a large, sweeping flourish at the end.

Jeff Chang

Author, *Can't Stop Won't Stop: A History of The Hip-Hop Generation*
Consultant