

FOR IMMEDIATE RELEASE

Erace the Hate Launches College Scholarship Contest for Change



February 4, 2014 Ft. Lauderdale, FL

Social Enterprise Erace the Hate puts college influencers to the marketing challenge with a unique \$2000 scholarship contest.

Erace the Hate has launched “**Power to the Peaceful (P2TP)**,” a nationwide campaign seeking to mobilize innovative college students through leadership, youth empowerment, technology and arts & entertainment.

For the first time, **P2TP** will empower select students, who will be known as “Campus Captains,” across the country to organize and lead their promotional street teams to victory using what they receive in a marketing tool kit.

The objective of **P2TP** is to promote tolerance and creativity among young leaders. That includes everyone from the dorm room producer to the captain of the basketball team, to the chemist who wants to make the first bacon-scented fragrance. The scholarship is just one of Erace The Hate’s initiatives to be introduced this year.

“We’re supporting the individual initiatives of the student’s in a effort to achieve one common goal, peace and positivity.”

Targeted college students in California, Texas, Missouri, Florida and Washington, D.C. will receive packages containing Eracism apparel, stickers, buttons, pens, books, social media log in credentials and signature Wristglow™ wristbands.

Teams will compete to produce constructive content such as, original songs, visual artwork, blog posts, performances or events to be promoted on Erace the Hate’s website and social networks.

To fund **P2TP**, supporters can contribute at Indiegogo (Insert Hyperlink). All contributions will be used to benefit youth development in technology and entrepreneurship. To learn more about **P2TP** and how you can help, visit <http://www.eracethehate.com/power-to-the-peaceful/>

Erace the Hate is a league of forward-thinking creatives dedicated to promoting positivity, respect, peace and love. International league members advocate for social reform. “Eracists” dream constructively, live productively and build out their dreams. Current brand partners include the **NAACP, LEAD Nation** and **Nova Sound**.

Media Contact

Lauren “BobbyPen” Williams

lauren@thebobbypen.com

202-465-6581

www.eracethehate.com