



## ABOUT THE FILM

Oakland, California is no stranger to negative perceptions. There are many that only view Oakland as a city plagued with poverty, crime and violence. In 2007, approximately 1/4 of all Oakland youth lived below the federal poverty line and 61% percent of youth lived in low-income households. In 2008, Oakland ranked fourth in the nation for its homicide rate. Although the disparities of Oakland youth are well documented, what remains hidden from the public discourse and media is the resilience, hope and creativity possessed by many Oakland youth.

In 2009, Bay Area filmmaker Kerri Gawryn teamed up with Beats Rhymes and Life to shed light on how some young people in Oakland are finding uplifting ways to cope with adversity and build power through Hip Hop. The film entitled, "A Lovely Day", presents the lives of a group of teens as they embark on a journey of self-discovery and self empowerment.

Set in the backdrop of Oakland, California, this independently produced film provides a touching reminder of the issues that many youth face every single day in urban settings across the country. "A Lovely Day" is screening at 7:30pm, on Thursday October 11th at the historic Grand Lake Theater in Oakland, California. Only 600 seats will be available for this screening. **The film will be followed with a question and answer session by the film's producers and cast (youth and BRL staff).**

ADVANCE TICKETS AT  
[ALOVELYDAYSCREENING.BROWNPAPERTICKETS.COM](http://ALOVELYDAYSCREENING.BROWNPAPERTICKETS.COM)



## **ABOUT BEATS RHYMES AND LIFE, INC.**

Beats Rhymes and Life, Inc. (BRL) is a 501(c)(3) organization comprised of social workers, teaching artists, activists, therapists, community members and youth – all dedicated to improving mental health and social outcomes among urban youth. Founded in 2004, by social worker Tomás Alvarez III and community artists/educator Rob Jackson, BRL pioneered one of the country's first Rap Therapy programs that used Hip Hop music to offer therapy to at-risks teens.

Today, BRL operates therapeutic programs in Oakland, San Francisco and the South Bronx, New York. BRL believes in building upon the strengths and resilience of youth in order to help them heal and become agents of change in their community and beyond. BRL believes by partnering with youth and their community a sustainable movement towards wellness can be achieved that eliminates health disparities among youth of color and other marginalized groups.

**[WWW.BRL-INC.ORG/ALVELYDAY](http://WWW.BRL-INC.ORG/ALVELYDAY)**

BEATS RHYMES AND LIFE INC.  
P R E S E N T S

THE SCREENING OF

# A LOVELY DAY

DIRECTED BY KERRI GAWRYN

POST-SCREENING Q & A WITH  
THE FILM CAST AND DIRECTOR

T H U R S D A Y  
OCTOBER 11TH 2012

\$10 • 7:30PM  
GRAND LAKE THEATER  
OAKLAND, CALIFORNIA

ADVANCE TICKETS AT  
[ALOVELYDAYSCREENING.BROWNPAPERTICKETS.COM](http://ALOVELYDAYSCREENING.BROWNPAPERTICKETS.COM)





Hip Hop as a Catalyst.

Beats Rhymes and Life

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September 21, 2012

**FOR IMMEDIATE RELEASE**

***New documentary highlights how mental health advocacy group  
in Oakland is using Hip Hop Therapy to reach at-risk youth.***

Oakland, California--In 2007, approximately one-fourth of all Oakland youth lived below the federal poverty line and 61 percent lived in low-income households. In 2008, Oakland ranked fourth in the nation for its homicide rate, which is currently the leading cause of death for young people in the city. Research also shows a troubling rate of Post Traumatic Stress Disorder (PTSD) amongst Oakland youth, causing many to wonder what can be done to support youth in healing and living healthy lives.

Oakland-based organization, Beats Rhymes and Life has teamed up with Bay Area filmmaker, Kerri Gawryn to produce, *A Lovely Day*--a moving film that speaks to the harsh realities and perseverance demonstrated in a group of Oakland teens on their journey to self-discovery and empowerment. The film depicts how Beats Rhymes and Life uses Hip Hop as a tool for healing and youth development in a city afflicted by violence and poverty.

“By using Hip Hop as a catalyst for transformation, Beats Rhymes and Life is helping youth of color heal from emotional trauma and develop self-confidence in order to lead healthy and successful lives. *A Lovely Day* tells the personal stories of several of our youth who provide powerful examples of creativity, resilience, and hope,” says Tomás Alvarez III, M.S.W., Founder and Executive Director of Beats Rhymes and Life.

WHAT: Film Sneak Preview for *A Lovely Day*

WHEN: Thursday, October 11th, 2012 at 7:30 p.m.

WHERE: Grand Lake Theatre, 3200 Grand Ave., Oakland, CA 94610

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Beats Rhymes and Life, Inc. (BRL) is a 501c3 Oakland-based organization dedicated to improving mental health and social outcomes amongst urban youth. In 2004, BRL pioneered one of the country's first Hip Hop Therapy programs.