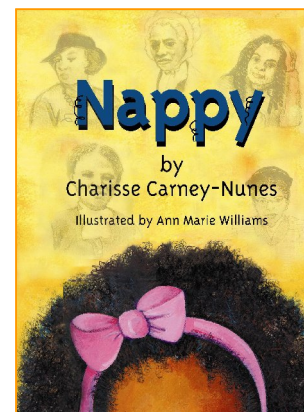


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**DC-based media company, Brand Nu Words, teams with the Allen Iverson Celebrity Summer Classic to show that philanthropy is still thriving.**

**Washington, DC (PRWEB) July 14, 2006** – At a time when many small business owners have been sheepish about the economy, DC-based independent media company, **Brand Nu Words**, is teaming with **Allen Iverson** and **Crossover Promotions** to demonstrate that the spirit of generosity is alive and well in Washington, DC.

**The Allen Iverson Celebrity Summer Classic**, presented by **CrossOver Promotions, Inc.** and **RBK** is coming to the Washington, DC Metro area July 14-16. **Brand Nu Words** author, **Charisse Carney-Nunes**, will participate in the official kickoff reception and press conference on Friday, July 14 at 4pm at the **ESPN Zone** (555 12th Street NW Washington, DC), where she will sign and donate copies of her newly released children's book, **NAPPY**, to the guests of honor – about 50 underprivileged children.

**NAPPY (ISBN: 978-0-9748142-1-6)** is a humorous and delightfully illustrated children's hardback containing a powerful message about history, heritage and high self-esteem. Though joyful and lighthearted, the book is an educational tool for parents, teachers and older children with the back matter containing biographies about each of the African-American women honored in the story, alongside beautiful original sketches by the illustrator, **Ann Marie Williams** (winner of the **2006 Cherry Blossom Festival Art Award**). It is a "crucial book for our precious children," according to social commentator and public intellectual, **Dr. Cornel West**.

**Brand Nu Words** is also donating the services of DJ/producer, **Harvey Nunes**, who will be an emcee of the main event, the **Allen Iverson Celebrity Softball Game**, Saturday, July 15 at **Bowie BaySox Stadium** in Bowie, MD. This will be **Nunes'** third year emceeing the softball game. "Giving back has never been a question for my wife and me. Even though times are hard for small businesses, especially minority businesses, we always find time and resources needed to give back," said the emcee, who is well-known in Washington, DC as **DJ Harvey Nunes**, for his music mixing and hosting skills. Gate opens at 6:00. Game starts at approximately 7:30pm. The all-star game will feature many well-known and respected names in the world of sports and entertainment, including **Larry Hughes (Washington Wizards)**, **Antwan Jamison (Washington Wizards)**, **Gilbert Arenas (Washington Wizards)**, **Vince Carter (NJ Nets)**, **Richard "Rip" Hamilton (Detroit Pistons)**, **Actors Vivica A. Fox, Ashton Kutcher, Kadeem Hardison, and Recording Artist Jermaine Dupri**, just to name a few. Tickets can be purchased by calling the box office at (301) 464-4865 or by visiting ALL area Total Sport stores or online from [www.crossover-promotions.com](http://www.crossover-promotions.com).

**Carney-Nunes**, a life member of a public service sorority and senior officer of the **Jamestown Project at Yale** (a think/action tank dedicated to thoughtful action-oriented strategies that impact communities), says that she was drawn to the event by its commitment to providing a direct benefit for children. "My husband has participated for several years, so I know about the work of the **CrossOver Foundation**, about the 10-year history of this event, and about the money that they have raised for the **Boys and Girls Clubs** right here in **Washington, DC**. When I had the chance to participate this year, I asked my husband to sign me up!" **Carney-Nunes** will also be signing **NAPPY** books at the game, and may even delight the crowd with a reading of **NAPPY**. She will start the big day a few miles away at 11:00 AM as a special guest at **KaribuKIDS** – a free monthly children's storytelling event hosted by **Karibu Books** at **Bowie Town Center**.

Please visit [www.BrandNuWords.com](http://www.BrandNuWords.com) for details on these fun and free family oriented events.

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