

Media Advisory

for immediate release

Breaking hip hop stereotypes and building community: local *CypherWild* weekly event brings in special guests

July 16, 2014, Edmonton, AB - Iconic hip hop photographer and activist Ernie Paniccioli joins Edmonton Art Council's weekly *CypherWild*, an all-ages community gathering bringing hip hop culture to the city core through live DJs, mixes, open invitation breakdancing (though all dance/music elements and styles) and street art.

Paniccioli, recently inducted into the Hip Hop Hall of Fame, brings decades of experience to share with the thriving hip hop scene in Edmonton, which is propelled by youth and community spirit.

Also joining is multifaceted performer, QRock, a rapper, b-boy and graffiti artist originally from Nipissing First Nation.

What: *CypherWild* is joined by guest artists Ernie Paniccioli (New York) and QRock (Toronto/Brooklyn) at the free weekly hip hop/breakdance event

Who: DJ Creeasian, aka Matthew Wood (host),
youtube: <https://www.youtube.com/watch?v=sb8D644kmEY>
yegarts blogpost: <http://yegarts.tumblr.com/post/88583775368/the-voice-of-edmontons-cypherwild-dj-creeasian>
Ernie Paniccioli (guest)
QRock (guest)
Bob Rasko, Edmonton Arts Council, programmer,
[Website: http://www.edmontonarts.ca/eac_projects/eac_projects_churchillsquare/](http://www.edmontonarts.ca/eac_projects/eac_projects_churchillsquare/)

When: Thursday, July 17 at 6-9pm

Where: Centennial Plaza, behind Stanley A. Milner Library

About EAC Churchill Square *Happenings*

The Edmonton Arts Council in partnership with the City of Edmonton, programs activities and events to help increase casual and day-to-day public use of Sir Winston Churchill Square and the City Hall district. This supports the City of Edmonton's aim to build 'the heart of the city' as a vibrant public space—a destination hub of activity that any one can be a part of.

About EAC

The Edmonton Arts Council is a not-for-profit organization that supports and promotes the arts community in Edmonton. The Edmonton Arts Council works to increase the profile and involvement of arts and culture in all aspects of our community life.

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