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# AWARENESS THROUGH MUSIC

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In Congo, rape is used as a weapon of war to perpetrate the deadliest conflict since World War II. For many, the situation in Congo is too bleak, or too distant, to approach. The Enough Project and Mercer Street Records (a signature label of Downtown Music), along with Unison, are seeking to change that attitude with the compilation album "Raise Hope for Congo."

Unison's design team took on the challenge of creating album and marketing artwork that would be visually arresting and informative to even the casual viewer. Drawing historical reference from Belgian Colonial-era slave portraits and abstractions of traditional African textile and pattern making, Unison developed a unique visual identity that spoke to a larger audience while still alluding to the geographic and cultural connotations that define the work of The Enough Project.

The final product acts as a gateway to learn more about the daily struggles of women in the Eastern Congo. Creative Director Julius Talvik commented, "The artwork stands testament to Unison's ability to translate a client's message into a bold, dramatic visual expression. We look forward to working with both the Enough Project and Mercer Street Records to further the voice of such an important cause." Executive Producer/Creator Shahin Shahida, further noted that the "number and variety of artists on this album only underscores the cause's significance and the need to spread Enough's message."

The compilation, due in early spring, features Downtown Music's most distinguished acts including Ozomatli and Grammy-Nominated artists Mos Def, Meshell Ndegeocello and Femi Kuti. Five-time Grammy-Winner Nora Jones, of Blue Note Records, will also be highlighted. The prestigious release will be accompanied by promotional websites, event marketing and social media, courtesy of Unison.

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#### ABOUT THE ENOUGH PROJECT:

Enough is a project of the Center for American Progress to end genocide and crimes against humanity. To learn more about Enough and what you can do to help, go to [www.enoughproject.org](http://www.enoughproject.org).

#### TAKE ACTION

Email the electronics industry leaders and urge them to make their products conflict free.

Urge your school, or other institution to go conflict-free; Send an email to join our "Conflict-Free Campus" listserv.

Click [here](#) to join the movement! . Urge your friends to join you in coming clean for Congo. [www.raisehopeforcongo.org](http://www.raisehopeforcongo.org)

#### ABOUT MERCER STREET RECORDS:

Mercer Street Records is part of Downtown Music.

Downtown Music, LLC is an independently owned company which operates Downtown Records, Downtown Music Publishing, Downtown Music Services (Licensing Group), RCRDLBL.com and Downtown Recording Studios. Downtown Records is comprised of its Downtown and Mercer Street imprints and joint venture partners Dim Mak, Fool's Gold, and Mad Decent Records.

Downtown Records is distributed by Universal Music's Fontana Distribution, with certain releases distributed by ADA. Offices are located in New York and Los Angeles.

For further information, please visit [www.mercerstreetrecords.com](http://www.mercerstreetrecords.com)

#### ABOUT UNISON:

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

For further information, please send us an email at [info@unisonagency.com](mailto:info@unisonagency.com) or call 202.337.7887.