



American Heart  
Association.

American Stroke  
Association.

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**POWER TO END STROKE.™**

*You are the Power*

**MUSIC WORLD**  
GOSPEL



## **Music World Gospel Joins American Heart Association for its "Most Powerful Voices Gospel Tour"**

**Dallas, Texas-** The American Heart Association's Power to End Stroke campaign has launched a partnership with one of the world's leading entertainment and music conglomerates, Music World Gospel/Music World Entertainment, founded by Mathew Knowles, in an effort to help raise awareness of stroke in the African American community.

Music World Gospel and award-winning best-selling gospel trio Trin-i-tee 5:7, who in 2008 became the first gospel trio to have a certified platinum album, *T57*, and contemporary break-through artist Brian Courtney

Wilson, whose debut album, *Just Love* has been at the No. 1 spot on the CMTA Inspirational Album Chart for more than 40 weeks, will lend their talent and support to the "**Most Powerful Voices Gospel Tour**," an evening of empowering music fused with healthy lifestyle messaging. The tour will travel to seven markets - Austin, Dallas/Ft. Worth, Houston, and San Antonio, TX; Little Rock, AR; and Oklahoma City and Tulsa, OK, beginning October 8 when it makes its first stop in Little Rock.

"This partnership with the American Heart Association marks a new platform for Music World Gospel to continue meaningful and lasting inspiration in our community. Our effort is to create awareness of stroke, a disease that is ripping through our communities and shortening the lives of our loved ones," said Mathew Knowles, C.E.O. and President of Music World Gospel/Music World Entertainment. "Health is paramount. If we can combine this important message with uplifting music, we hope that lives will be touched, transformed and ultimately healed."

This event is more than just a concert. It launches with an opportunity for local gospel acts in each of the seven markets to show off their talent and perform at a live audition featuring Trin-i-tee 5:7, who will perform, as well as serve as judges, for the evening. Top acts will then be selected to perform on the night of the concert featuring headliner Marvin Sapp. Brian Courtney Wilson opens for Sapp and will share songs from his forthcoming CD project, *Just Love Deluxe Edition*," which hits stores on October 5.

The "**Most Powerful Voices Gospel Tour**" combines the celebrity status of spokespeople who can share empowering stroke messaging through music while urging concert-goers to be aware of their risk for stroke and to know the warning signs and how to respond if a stroke occurs. They will also be urged to make a declaration to take control of their health toward living longer, stronger lives.

Stroke is the third-leading cause of death and a leading cause of long-term disability among African-Americans. This population has almost twice the risk of suffering first-ever strokes as compared to whites. African-Americans ages 35-54 have four times the relative risk of stroke.

For more information on the Most Powerful Voices audition and tour, visit [www.heart.org/mostpowerfulvoices](http://www.heart.org/mostpowerfulvoices).

For more information on Brian Courtney Wilson, please visit, [www.musicworldgospel.com](http://www.musicworldgospel.com)

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## ABOUT THE AMERICAN STROKE ASSOCIATION

Created in 1997 as a division of the American Heart Association, the American Stroke Association works to improve stroke prevention, diagnosis and treatment to save lives from stroke-America's No. 3 killer and a leading cause of serious disability. To do this, we fund scientific research, help people better understand and avoid stroke, encourage government support, guide healthcare professionals, and provide information to stroke survivors and their caregivers to enhance their quality of life. To learn more, call 1-888-4STROKE or visit [strokeassociation.org](http://strokeassociation.org).

## ABOUT MUSIC WORLD GOSPEL

Music World Gospel is the premiere faith-based and inspirational label under the umbrella of Music World Entertainment. The label group features a roster of top recording artists, joint ventures and special projects including, Juanita Bynum, Trin-i-tee 5:7, Brian Courtney Wilson, Micah Stampley, Pastor Rudy Rasmus and The ESSENCE Gospel Project.

## ABOUT MUSIC WORLD ENTERTAINMENT

Music World Entertainment (MWE) was founded by Mathew Knowles, President and C.E.O. Music World Entertainment is one of the world's leading entertainment and music conglomerates dedicated to bringing quality entertainment. The MWE worldwide platforms include successful record label ventures, recording artist and producer management services, artist development services, a master catalog series, film ventures, television productions, licensed and merchandise products, sports endeavors, community philanthropic work and investment and property holdings. The Houston headquarters is home to House of Deréon Media Center, a performance and event facility hosting special events including charity galas, corporate parties and private functions. MWE has offices in Houston, New York, Los Angeles and London.

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