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# Press Release

## **“TRX Cymbal Co® Bells Ring, School Reform is in Session”**

**TRX Cymbal Co® Artist Flood the Drummer® joins Professionals for Progress® in the fight for fair and adequate funding for the Philadelphia School District.**

**Phila, Pa, July 23, 2011:** Flood the Drummer®, a Sports-Edutainment™ Superstar whose real name is Christopher Norris, has officially announced his affiliation with Professionals for Progress®; a group within the National Coalition of African-American Organization®. With a mission to unite professionals in order to transform urban America, Professionals for Progress®, also known as P2™, has called for a “Civil Unrest” in the US until serious action is taken to improve the funding and accountability of Public Schools across America, starting in Philadelphia. The group has scheduled a protest on Tuesday, July 26<sup>th</sup>, 2011 at 12pm at 1515 Arch Street in Center City Philadelphia.

“We are going back to old days of boycotts and sit-ins” says Flood the Drummer®, CEO/Founder of TBO Inc® “America can no longer afford to be racist and uphold a system that doesn’t work. Our first fight is obtain fair and adequate funding for the Philadelphia School District; then we can begin providing corrective measures and culturally specific programs to engage youth, support teachers and change the culture of business”. Flood the Drummer®, a graduate of the Philadelphia Public School Systems, sits on the Education & Recreation committee within P2™ and raises awareness regarding socialization and its impact on academic performance; or the lack thereof. “You can’t have a school in a good neighborhood, with no jobs and no economics” says Flood the Drummer® “You have to develop the economics in the community to support the school; which means giving the power to the communities and allowing them to be empowered to invoke change. My goal, in one sentence, is to make the school the center of community life!

For more information on Flood the Drummer® please visit

<http://techbookonline.com/floodthedrummer.html>.

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**About Flood the Drummer®:** Flood the Drummer® is a Sports-Edutainment Superstar known for his speed, accuracy and progressive rudimental application in the self entitled genre, Flood FreeStyle™. In addition to his performance credits which include a legendary performance with Herbie Hancock, Flood the Drummer® is the author of the critically acclaimed B.E.E.P curriculum, Rudiments of Success; a business and idea development course which uses the traditional drumset as a non-traditional teaching tool. Flood the Drummer has recently published his first E-Book entitled, B.E.E.P, The Blueprint to Education Reform, available for download at <http://techbookonline.com/beep.html>

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**About Professionals for Progress®:** Professionals for Progress® is a group with the National Coalition of African-America Organizations® whose mission is to unite professionals who will make a commitment to cooperate and lasting dedication to each other in order to promote collective prosperity and improve the overall quality of life in Urban America.