

## FOR IMMEDIATE RELEASE:

# Swaliga Foundation Announces 8th Annual #STEAMtheBlock Party in Partnership with DC Entertainment and Sports Arena

*The premier S.T.E.A.M Event for the Culture bringing 2,000+ youth and families to experience science, technology, engineering and math through inspirational hip-hop/go-go music in the heart of D.C.*



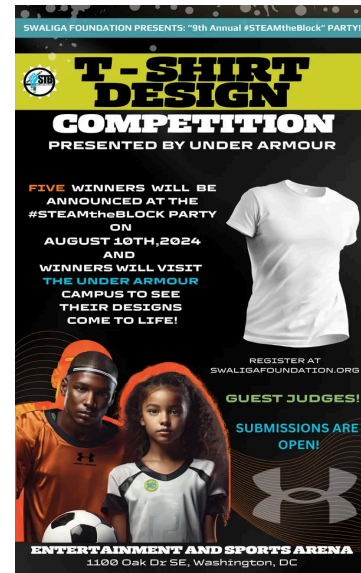
Washington, D.C. – July 8, 2024 – The [Swaliga Foundation](#) is thrilled to announce the [8th Annual #STEAMtheBlock Party](#), set to take place on **Saturday, August 10, 2024 from 12-5 pm ET**, bringing over **2,000+** youth, schools, local businesses, parents, and community organizations to engage in **30+ interactive STEAM Stations**, and **live music** - the perfect send-off for back to school! This year's [free event](#) is proudly hosted in partnership with [DC Entertainment and Sports Arena](#), the new home court for the WNBA Washington Mystics and the official practice facility for the Washington Wizards.

Since its establishment in 2012, the [Swaliga Foundation](#) has pioneered STEAM education, positively impacting over **10,000 youth and families in Washington, D.C.**, and **globally**. This [free family event](#) is **open to all ages**, offering a wide array of engaging STEAM workshops and activities. Attendees can look forward to **interactive science demos** about **sound energy and frequency**, **creating music beats**, **playing cutting-edge video games**, **learning how to fly drones** and **understanding electric cars**. Participants will also have the opportunity to experience **virtual reality** and explore the fascinating world of **3D printing**.

“The Swaliga Foundation is working to start the **2024-25 school year on the right foot**. DC is still plagued by **youth crime and homicide**, with alarming rates that continue to impact our communities. **In 2023 alone**, the city experienced a [20% increase in homicides](#), with many victims being young individuals. Additionally, **low graduation rates and depression**, creating significant barriers to success for our youth,” stated **Lemond Brown MR. IMAG Music, CEO/Executive Director of the Swaliga Foundation**. “The

**#STEAMtheBlock Party will expose youth to new connections, opportunities, and interests that Swaliga will work to cultivate over the next several months for the duration of the school year,” he continues.**

Prior to the block party, attendees will be encouraged to participate in competitions for cash prizes, from **live beat making competition** sponsored by OLÉ Entertainment, LLC., to the small business [pitch competition](#) sponsored by **Minority Tech Foundation** in which the winners will be **awarded with a new laptop and cash prizes** at the event. Swaliga’s annual [t-shirt design competition](#), will be in partnership with **Under Armour**, in which the **winner will have a chance to visit the Under Armour facility and see their design come to life!** Esteemed **university affiliates and community organizations** will also be present, **offering valuable information on scholarships, internships, and job opportunities.**



Hosted by artist and television host, **Chardelle Moore**, The **#STEAMtheBlock Party** will feature a dynamic soundstage showcasing guest artists **UCB, ENTATY, Uptown XO, Pinky Killacorn, Fly** and **Lemond Brown “MR. IMAG”**, CEO/Executive Director of the Swaliga Foundation. This will be one of the most exciting performances from Mr. IMAG, including premiering new music from his latest **STEAM Hip-Hop** release,

**#STEAMtheBlock: Book of Nature. Guests will have a chance to receive STEAM kits themed with natural science, following the performance.**

Partners for this highly anticipated event include **Minority Tech Foundation, Under Armour, Best Buy, Events DC, DC Arts & Humanities, Ole Entertainment, Washington Informer and WUSA-9.**



**"We are excited to partner with DC Entertainment and Sports Arena for this year's #STEAMtheBlock Party,"** said Lemond Brown, CEO of the Swaliga Foundation. **"This collaboration allows us to provide an even greater platform to inspire and empower youth through STEAM education, and we look forward to seeing the positive impact on our community.** The Swaliga Foundation extends a warm invitation to the community to join in this exceptional event. Your support will directly impact the lives of youth in the Washington, D.C. area and help make a global difference. Together, we can build brighter futures through STEAM education and empower the next generation of leaders.

For more information about the event and to get involved, please visit [Swaliga Foundation STEAM the Block Party](#).



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