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Imani K. Brown
I.P. Brand Ink & Art
(202) 709.6642
moshimoshi@dckawaiistyle.com

#KAWAllindaHood

"Spreading the idea of Kawaii empowerment to inner city youth, one program at a time."

Washington, DC: #KAWAllindaHood is a budding youth outreach program that helps creative youth find empowerment through positive alternative lifestyle and means.

#KAWAllindaHOOD is Imani K. Brown and Terra V. Cooke's community outreach brainchild born from the co-founders' immense love of Japanese culture, especially kawaii culture, as well as Imani's traveling to Japan for work and full immersion. Not too long after, starting a regular work schedule in Japan, Imani was overcome with inspiration to give back to her community and help (globally) grow the kawaii community, by reaching out to teach kawaii empowerment: self-love, individuality, and positive encouragement by allowing students to explore their artistic voice/creativity.

Some of #KAWAllindaHood's long term objectives include (but are not limited to):

- Teaching participants to define their own kawaii through DIY projects
- Teaching participants how to foster friendships through business partnerships
- Teaching participants how to creatively present themselves in a professional world
- Teaching participants the power of being in charge of their personal finances

What is KAWAll: *Kawaii* is Japanese for cute! An entire culture, from dress to daily lifestyle, has been birthed from the idea of individuals creating their looks and life elements as a means of positive expression from societal norms. It has embedded itself in Japanese culture and quickly taking global pop culture by storm.

About I.P. Brand Ink & Art: I.P. Brand (Ippie Burando) seeks to empower fellow artists, kawaii lovers, and communities through kawaii culture and art. As such, aside from tattooing, artist, Imani K. Brown creates kawaii-style illustrations and art installations to engage people and introduce the idea of kawaii. The brand has been fully active for approximately three years and always seeks to offer art for all ages. I.P. Brand's standing mantra is "**Paint your day BRIGHT!**".

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