



FOR IMMEDIATE RELEASE

Sept. 2, 2010

Contact: Byron Burke

(O) 708- 318-4798

(F) 253-663-5126

bburke@bbmediaglobal.com

<http://www.bbmediaglobal.com>

BBMedia Global Group To Debut New Race Car at Chicago's African Arts Festival this Labor Day Weekend

CHICAGO - (Sept. 2) – BBMGG announced that in conjunction with their recent partnership with the nationally acclaimed drag racing team, "Mustang Mike" Modeste and Eric "Kool Wip" Prezzy, the number two Mustang GT car featuring the sponsorship logos of BB Media Global Group, The House Music Channel and WTGX 90.5-FM (Brooklyn, NY), will make its debut this weekend at the African Arts Festival in Washington Park.

The 21st annual African Arts Festival, organized by Africa International House, seeks to foster unity among all peoples while showcasing the artistic and musical talents of the African diaspora. The festival boasts more than 300 international vendors, live music, dance performances, local and international artists, a marketplace and many other events.

The Mustang GT will be featured on **Saturday, Sept. 4 - 6, 2010** at the House Nation Stage at 5100 South Cottage Grove. BBMGG CEO Byron Burke and Kool Wip will also be on hand and available for interviews and comments.

Burke said debuting the car at this ethnically and artistically charged event is a fitting venue for what he hopes to accomplish.

BBMGG partnered with Mustang Mike Modeste and Kool Wip Prezzy to expand their corporate vision and to promote interest and the history of African-Americans in the growing field of drag racing.

Mustang Mike Modeste is the nation's first African-American race car champion.

Eric Kool Wip Prezzy, will debut his new car later this year, by racing at the Maryland International Raceway (MRI).



Biographies:

Biographies of BBMG CEO Byron Burke, Mustang Mike Modeste and Eric Kool Wip Prezzy can be found below.

Byron E. Burke



As CEO of BB Media Global Group and The House Music Channel, Byron E. Burke has worked in the music and consulting industry for nearly 30 years. Burke began his musical and dancing career at the age of 13 on the west side of Chicago as a trumpeter and member of the Shy Boys dance group.

By the age of 16, Burke was recognized as a leading DJ in the Chicagoland area, and signed his first record deal with DJ International Records under the group name, B Rude, Inc.

At 19, Burke became the vice president of Burstinglaw Music Productions, in Chicago.

Burke was also the creative force behind the legendary house music band, Ten City, formed in Chicago. Burke co-wrote, produced and remixed songs on the “Foundation” and “State Of Mind” albums for Atlantic Records, including “No House Big Enough” for East/West Records, and “That Was Then, This Is Now” for Columbia Records.

Those albums produced 10 Top 20 [Billboard Magazine](#) dance songs, five Top 10 Billboard Magazine Sales Chart Singles, 10 Top United Kingdom Pop Chart Singles, including a Gold Plaque from Tusk Music, South Africa and a Silver Plaque from the British Phonographic Industry (BPI), United Kingdom.

Burke’s ability to compose, produce and critique songs, stage performances, including marketing and promotion strategies, has made him a pioneer in the music industry.



In January 1999, Byron decided to further his education by attending a continuing studies program at Stanford University in Palo Alto, CA. called "[Business 16. From Idea to IPO](#)" This 10 week course taught methods on how develop, acquire funding and run a successful start up company.

In May 2009, Burke launched The House Music Channel (HMC) website with the vision of continuing the pursuit of integrating house music into the overall culture of America and far beyond.



Initially, HMC was powered by multiple social and media platforms, and has seen over 12,000 unique downloads of exclusive house music content. Today, HMC comes together under one roof to provide the latest in music, information, and events from the hottest names in house music today.

In March 2010, the HMC mobile application became available for the iPhone, iTouch, iPad and other Droid devices.

Today, Burke is the driving force behind BBMGG, leveraging his experience to help his clients embrace new concepts and ideas that will motivate new customers and allow them to benefit from long term growth.

Burke also hosts [Real Talk](#) on Brooklyn's WTGX 90.5 FM, Fridays from 10 p.m. to 6 a.m., and Saturdays from 9 p.m. to 6 a.m., EST that features the world's best dance music and interviews with entertainment industry leaders.



Mustang Mike Modeste



Mustang Mike is currently a six-time World Champion of the National Street Car Association (NSCA), earning his first Championship title in 2000, and again in 2003, 2004, 2005 and two titles in 2007.

Mustang Mike's interest in cars began on the streets of Brooklyn, New York in the early 1990s. What began as a simple street race in a 1989 metallic blue Mustang soon evolved into a career of professional drag racing.

Mustang Mike began reading Muscle Mustang, Fast Fords, and Turbo Magazines, and he taught himself how to build engines and enhance a vehicle's performance by reading everything he could and working as a parts cleaner at Dan's Engines in Brooklyn. The company saw that Mustang Mike was a natural and very quickly, he moved up to engine builder.

Mustang Mike's enthusiasm for cars fueled his ambitious streak and reaffirmed his love for cars and drag racing.

In 2004, while racing at the track in Englishtown, New Jersey, Mustang Mike suffered a terrible accident and his car and his dreams were totaled. Mike realized without corporate sponsorship, it was going to be very difficult to rebuild his car and get back on the race track.

Diligently and wholeheartedly, Mustang Mike pursued sponsorship. But it wasn't until he applied for a job at the Manhattan Automobile Company in 2005, that his dreams of a sponsor began to be realized.

Working his way through the company and eventually becoming a Ford "A" Technician with Manhattan Auto Sports, "Mustang Mike" earned his name by specializing in vehicle performance by supercharging and modifying Ford's GT's, Shelys and Mustangs.



Mustang Mike has channeled his ability as a top notch technician with Ford into establishing his own automotive dynasty by personally building each of the supercharged engines for his team's race cars - with Manhattan Auto Sports as a sponsor.

That mechanical genius has allowed Mustang Mike to set 13 records in the drag racing world, and earned him a spot in the elite Six-Second Drag Radial Club, which only has six members nationwide. Mustang Mike is the fourth member.

The newest vehicle on Mustang Mike's team, a Mustang GT, featuring sponsorship banners from [BB Media Global Group](#), [House Music Channel](#) and Brooklyn's [90.5 FM](#) boasts a powerful dual ATI Procharger.



Mustang Mike continues to race, hoping to one day become a champion of the National Hot Rod Association (NHRA).

Eric “Kool Wip” Prezzy



Ever since he was a little boy, Eric “Kool Wip” Prezzy has had two loves - driving and cars. He built his first race car engine at the age of 15, and bought his first race car a few years later.

Kool Wip said he earned the money to buy that car, a 1984 Pontiac Firebird, by working a paper route in his native Brooklyn, New York, and even then he recognized that his desire to drive was growing.

“I’ve been driving a long time,” Kool Wip said. “I remember going down to the country to visit my grandparents and I got to drive a tractor when I was 12 years old. And I got my license when I was 16 years old in the city. I still remember the exact day I got it. I love driving. I love cars and I love to drive.”

Kool Wip’s dream of driving was temporarily halted while he went to work for the New York Department of Transportation in 1986. But two years later, he crossed paths with an up and coming street race car driver, Mustang Mike Modeste, and the two forged a bond that would bring them well into the new Millennium as a team.

Mustang Mike was already racing on the infamous Fountain Drive in Brooklyn, and he soon took Kool Wip under his wing professionally.

In 1990, Kool Wip purchased another car, a brand new Mustang GT, and it was that car that earned him a new name.

“In New York, cars are called wips,” he said. “And all my friends would see me in this car and they would say, ‘Man, that’s a cool wip.’ And it just stuck.”



At his first professional race in 1990, Kool Wip came in second, at 10.88 seconds, at the Englishtown Raceway Park in New Jersey.

Kool Wip and Mustang Mike began doing exhibition races together on different tracks in South Carolina, North Carolina and New Jersey, and by 1995, they were officially a full-fledged racing team.

From 2004 to 2005, Kool Wip also worked as a crew chief for another street racing team, Camp Hulk. But his dedication, loyalty and trust remained with the racing team of Mustang Mike Modeste.

“As a team member, Mike is number one,” Kool Wip said. “Mike said, ‘You’ve stood by me, come be on my team.’ And he’s helping me to better myself. He’s teaching me. He’s a genius and he’s my idol.”



Our Mission

BB Media Global Group stands committed to helping our clients reach their highest level of potential through our artistic vision; diverse and competitive marketing strategies and organizational restructuring. We also strive to help musical artists establish their careers and protect their rights and work creatively and legally.