

**MEDIA ADVISORY  
FOR IMMEDIATE RELEASE  
James Linton, 502-345-7018**

**THE REAL RICK ROSS VISITING LOUISVILLE THURSDAY**  
*MEDIA AVAILABILITY TODAY AT 10:30 A.M. AT EXPRESSIONS OF YOU CAFÉ  
SCHEDULED SPEECH AT 6:30 PM*

**LOUISVILLE** (February 17, 2011) – Rick “Freeway” Ross, a former drug dealer infamously known for distributing tons of narcotics nationally that destroyed urban communities, will be in River City with a word of redemption and a message specifically for Louisville parents. Ross will be available to local media Thursday as he prepares to deliver a 6:30 p.m. speech later that evening.

**PLACE:**       **Expressions of You Coffeehouse & Café, 1800A Muhammad Ali Blvd.**

**DATE:**       **Thursday, February 17**

**TIME:**       **10:30 A.M.**

**DETAILS:**   **Rick Ross** was a key figure in filmmaker Kevin Booth’s documentary American Drug War: The Last White Hope as well as the second episode of the first season of BET’s American Gangster documentary series, which focused on his story and his connection to the Iran-Contra scandal. He is currently in the process of creating the feature length film of his life story with Nick Cassevetes, and creating his autobiography “Freeway Rick” with nationally renowned author Cathy Scott. For more details, read his full bio at [http://www.freewayrick.com/?page\\_id=30](http://www.freewayrick.com/?page_id=30).

The event is sponsored by Expressions of You and Brothers Helping Brothers.

**EDITORS:** Photo requests and a variety of interview options will be accommodated, including phoners for radio outlets, live shots and in-studio appearances or other requests from broadcast media.