

Maestros' daughters to promote books on their fathers

Nancy Sinatra and Anoushka Shankar have joined radio's Hip-Hop Literacy campaign

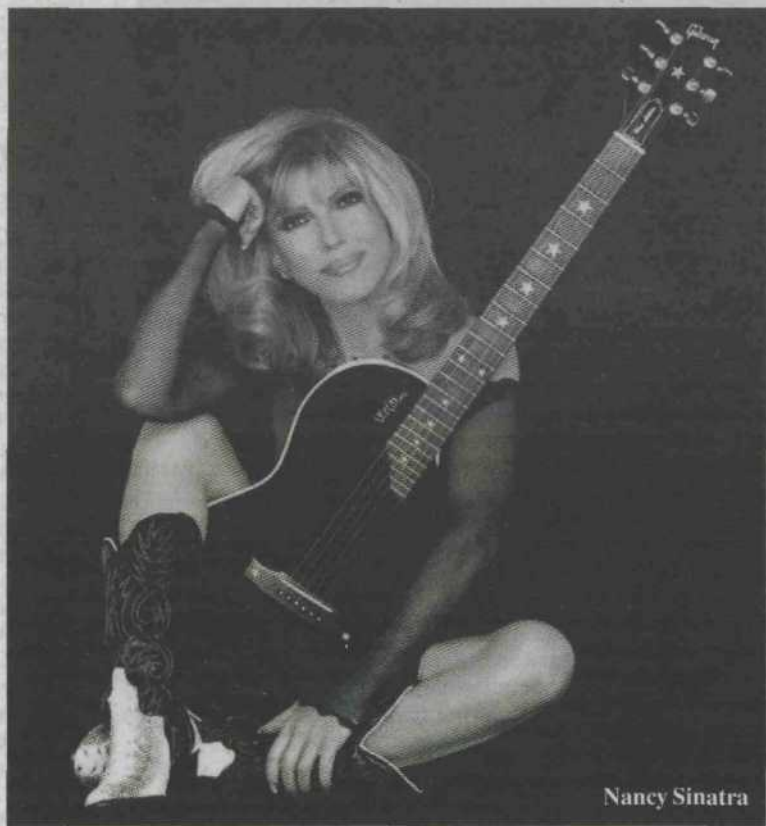
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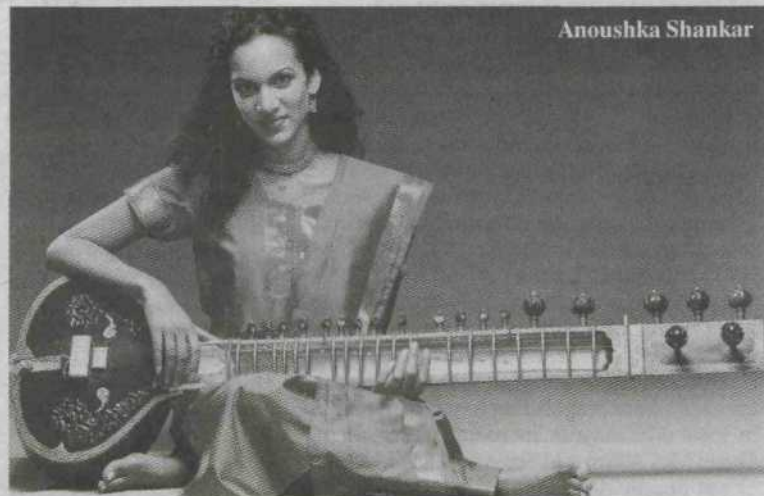
NANCY Sinatra, daughter of American music legend Frank Sinatra, and Anoushka Shankar, daughter of India music legend Ravi Shankar, have joined hands with Canadian music personality Raoul Juneja (a.k.a. Deejay Ra) for a series of "back to school" themed radio Public Service Announcements (PSA) as part of Lyrical Knockout Entertainment's acclaimed 'Hip-Hop Literacy' campaign.

The campaign is in support of books, written by Sinatra and Shankar about their legendary fathers, titled *Frank: An American Legend* and *Bapi: The Love Of My Life*, respectively. Juneja is also encouraging a variety of Sinatra and Shankar school activities aimed at developing stronger literary and performance education of the two maestros' legacies amongst today's music students.

Besides starring in popular 1960's films opposite co-stars such as Peter Fonda in *The Wild Angels*,



Nancy Sinatra



Anoushka Shankar

Nancy Sinatra's *Movin' With Nancy*, 1967 color TV special featuring her performances alongside Frank Sinatra, Dean Martin and Sammy Davis Jr., is widely attributed as one of the inspirations for the modern music video.

Anoushka Shankar became the youngest person ever nominated in the Grammy 'World Music' category at 20, and in 2006 became the first Indian woman to perform as part of the Grammy Awards festivities. Anoushka has earned an In-

dian Film Award nomination for her debut acting role at 23.

Juneja's Hip-Hop Literacy campaign was launched in early 2004 with the support of Get Shorty author Elmore Leonard. Additional radio PSA's of Juneja's feature Ali actor Giancarlo Esposito, Mississippi Masala actress Sarita Choudhury, and comic author Stan Lee among others, encouraging movie and music themed books to students uninterested in reading as alternative literacy developing methods.