

CALI-Strong.com Starts Fundraiser for Legendary Musician, Lee Scratch Perry, After Fire

By Gideon Lupine
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San Diego, CA - **CALI Strong Inc.**, The California Sports Company, introduces its give-back program by supporting the legendary artist, **Lee Scratch Perry (L\$P)**, who was named the “**Grandfather of Reggae and Dub**” and helped launch **Bob Marley** among numerous others.

L\$P recently lost most of his valuables including his home, music, memorabilia, costumes, and more in a recent fire, so CALI Strong is stepping forth to offer 25% of its proceeds to help him rebuild.

CALI Strong Inc. Chairwoman, **Jennifer Echeverria** said, “We were in the process of implementing a Fundraiser Affiliate Program which will help raise money for any organization that promotes values, education, sports, fitness, and music to our country’s youth by donating a portion of the proceeds back to the organization.” After reading of the tragedy, she thought to herself, “Why not launch with Lee Scratch Perry?”

At Store.CALI-Strong.com, supporters can participate in this L\$P fundraiser program in two ways:

- Purchase special bundled L\$P Rasta Collection Packs
- OR
- Use the special coupon code **GoLSP** to save 5% on any purchase for yourself, and we donate 25% of our proceeds to L\$P. Get savings for yourself and donations to L\$P!

CALI Strong has created three special L\$P Rasta Collections composed of matching Rasta Hat, T-shirt, Socks, Shoe, and Skateboard for the launch of this fundraiser.

Save 5% Off any purchase made on CALI-Strong.com and automatically donate part of your purchase to help L\$P.

Simply enter the coupon code **GoLSP** at the time of purchase.

Contact

To learn more about this fundraiser please contact:

Jennifer Echeverria

CALI Strong, Inc

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Suite G249

Del Mar, CA 92014

Email: J@CALI-Strong.com

Downloaded from <http://cali-strong.com/golsp/>

About CALI Strong, Inc

CALI Strong Inc., The California Sports Company, embodies the iconic California-Dream attitude and lifestyle that is built into every authentic piece of sports equipment, shoe, apparel, and accessory. The company was founded in San Diego as a consumer-direct brand to not only offer superior quality products but also to promote and support programs that foster empowerment. The "I am CALI Strong" battle cry spotlights everyday people doing remarkable things.

- Homepage Web Site
 - <http://CALI-Strong.com/>
 - Online Retail Store
 - <http://Store.CALI-Strong.com/>
 - Facebook Organization Fan Page @CALIStrongUSA
 - <https://www.facebook.com/CALIStrongUSA>
 - Instagram @CALIStrongUSA
 - <http://instagram.com/calistrongusa>
 - Twitter @CALIStrongUSA
 - <https://twitter.com/CALIStrongUSA>
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About Lee Scratch Perry

Rolling Stone ranked Lee Scratch Perry as #100 on their list of the **100 Greatest Artists of All Time**.

Born in rural Jamaica, Scratch mentored a young Bob Marley, created the sound of Reggae, pioneered a new genre of music he called Dub, invented what was to become the remix. He has

produced and collaborated with artists like Bob Marley, Junior Murvin, The Congos, Paul McCartney, The Clash, Beastie Boys, Adrian Sherwood, Keith Richards, George Clinton, and Animal Collective.

In 2003, he won a Grammy Award for Best Reggae Album with Jamaican ET with repeat Grammy nominations in 2008, 2009, 2011, and 2015.

- Homepage Web Site
 - <http://lspparadise.com/>
- Biography
 - <http://cali-strong.com/lee-scratch-perry-reggae-dub-ska/>
- Facebook Organization Fan Page @Lee-Scratch-Perry-official
 - <https://www.facebook.com/Lee-Scratch-Perry-official-172796666113415>
- Twitter @ScratchLee
 - <https://twitter.com/ScratchLee>

Official Image Attachment

