

# URBAN CONCEPTS

URBAN CONCEPTS UK  
ON DEMAND CONCEPTS WITH A SOCIAL COMMENTARY ETHOS

\*\*\* INVITATION \*\*\*

Calling all politicians, celebrities and grass roots organisations: its time for you to show your face and be part of the Don't Trigger Campaign, hosted by Mothers Against Guns and families who have lost loved ones to gun crime from Brixton to Dunblane, Manchester, Birmingham, Nottingham, Leeds, Liverpool and Gloucester.

The Mothers Against Guns conference in New York, attended by MAG UK, had in its audience over 40 politicians including Mayor Bloomberg.

Lucy Cope presented the Why CD which is part of the Don't Trigger Campaign and they have now agreed to launch it in the USA; a project developed in the UK.

If you want to know why everyone is talking about the Don't Trigger Campaign and the Why CD you must show your face at City Hall on Thursday, 28th April between 11.30am - 1pm.

The intention of this campaign is to save lives.

For more info please call 020 7091 7467 or email [shirin@blink.org.uk](mailto:shirin@blink.org.uk)



"For the first time the Why CD has given the victims' families a voice."

Lucy Cope - Mothers Against Guns

"Incredibly moving. It says in music what politicians should be saying in words, and that's why The Mirror are supporting the Don't Trigger Campaign."

Ros Wynne-Jones - The Mirror

"This CD is so powerful that everyone should unite around the campaign and want to be part of the video."

Michelle Forbes - Mothers Against Guns

"A really powerful and moving track that highlights the tragic consequences of gun crime."

Bill Brown - Disarm

A powerful and moving track that is an incredible tool to wake people up to the issues of gun crime."

Orantes Moore - New Nation

"Really seriously powerful record. Very powerful to use the voices of mothers."

Dotun Adebayo - BBC Radio London

"It's incredible, powerful, it really is moving."

MP Harriet Harman

"This song has the ability to touch all communities."

1/04/2005

Urban Concepts: 020 7091 7467  
[www.dont-trigger.com](http://www.dont-trigger.com)



**Artists for Why? L-R:**  
Jessica Comish, Chrystle Gajadhar, Bianca Gerald & Shakira Akabusi asking the obvious question – Why?



**South Soldiers:**  
Telling the youth to 'Listen Up' – another track from the Don't Trigger Campaign

Jonathan Hunt - Lib Dem councillor

"Everyone needs to show their support for this project because of its profound message."

Lee Jasper - Mayor's Advisor

"The campaign is innovative, exciting and much needed to counter gun violence."

Karen Chouhan - 1990 Trust

"Urban Concepts project is driven by young people who are most affected by guns."

Wyn Baptiste - BBC London

"The Don't Trigger Campaign is an initiative that seeks to impact on London's evident gun and gang culture."  
Holly Guest - Government Office for London