

THE FITNESS SHERIFF TO RELEASE HIS DEBUT SINGLE TITLE TRACK, HEALTHY NYC, AND MUSIC VIDEO

Single Promotes Healthy Eating Habits, Lifestyle Changes, Fitness, Entrepreneurship, and Self-empowerment to Increase Life Expectancy

NEW YORK, NY, December 21, 2024—P.O.G. Music Group Artist, activist and entrepreneur, The Fitness Sheriff will release his title track debut single and music video, “Healthy NYC” on December 24, from his debut album “Healthy NYC”. The single is an ode to healthy habits that can lead to better health outcomes. “Healthy NYC,” a 12-track album, and the first focusing on health and social issues such as obesity, heart disease, gun/gang violence and substance abuse will be released in February 2025.

The project *Hip-Hop 4 A Healthy NYC* is working with New York City’s *HealthyNYC* initiative, which aims to spread awareness in New York City, New York State, the U.S., and abroad about the importance of good health, diet and exercise so that life expectancy can increase to 83 by 2030.

“America is the most advanced nation, but we are ranked 48th in life expectancy,” **Sharieff The “Fitness Sheriff” Fisher said.** “This project is a platform to promote good health and longevity and help people, especially our youth, understand why health is wealth. And with gun violence and car crashes being the leading cause of death of young people, and heart disease and cancer for adults, we must arm them with tools that will help them navigate life and prevent them from dying prematurely. There will be a documentary, and all sales will go to community groups supporting health and wellness.”

“I am truly excited about working with New York and cities around the world on this groundbreaking project that will promote the importance of living healthy, increasing life expectancy and changing lives,” **Hip-Hop Summit Youth Council Founder and P.O.G. Music Group CEO Charles Fisher said.**

This “Call to Action” project will be presented to schools, New York City Housing Authority (NYCHA) residents, community centers, artists, celebrities, professional athletes, businesses, and entertainment organizations to address the root causes of poor health outcomes in communities of color to promote better health habits, address poverty, and encourage New Yorkers to invest in their physical, mental and spiritual well-being.

For media inquiries or onsite press coverage, please email D2Communications227@gmail.com.

About the Fitness Sheriff

Sharieff Fisher, The Fitness Sheriff, is a Workout Coach, Artist, Fitness Model, Podcast/Talk Show Host, Entrepreneur, and Community Activist. With a passion for fitness and communications, he is committed to promoting wellness techniques and education to his community.

He created the “*Hate the Weight*” Challenge (HTW) to help reduce the overweight and obesity crisis that plagues America’s youth. Schools, businesses, government agencies, and community groups have participated in the weight loss challenge. Fisher’s Exercise, Diet & Spirituality Holistic Health Program (E.D.S.) helps participants understand the importance of a healthy lifestyle through diet, herbs, juicing, spiritual enlightenment, and mental health. His motto, “Look Your Best Through E.D.S.” stems from his belief that keeping the mind and body “tight and right” is critical for a young person building their brand.

Over the years, he has worked and collaborated with politicians and artists including: “The People’s Shark” Daymond John, Bay Swag, Sexy Red, Davido, New York State Governor Kathy Hochul, New York City Mayor Eric Adams, Ice T, Whoopi Goldberg, Fivio Foreign, Latto, 21 Savage, Da Baby, Fat Joe, New York City Council Speaker Adrienne Adams, and Charlamagne tha God.

About the P.O.G. Music Group

The P.O.G. Music Group was founded by Chairman and CEO Charles Fisher in 2004 to provide talented individuals with an opportunity to succeed in the music industry. *Fisher* is the former manager of *LL Cool J* and *the Lost Boyz*. He was also instrumental in launching Cold Chillin’ Records and FUBU Apparel, founded by “The People’s Shark” Daymond John, whom he continues to mentor and advise.

About the Hip Hop Summit Youth Council

Activist, Author, Entrepreneur, Mentor and Music Industry veteran Charles Fisher founded the Hip-Hop Summit Youth Council (HHSYC) in July 2001. Fisher is the former manager of two-time Grammy Award-winning recording artist and star of the CBS hit TV show *NCIS-LA*, *LL Cool J*, and the Gold Album selling Rap Group *the Lost Boyz*. The agency has been touted as the #1 not-for-profit, social service hip-hop organization globally, with a strategic 13-year partnership with Power 105.1/iHeart Media promoting the Hip-Hop Against Gun and Gang Violence Project. It also has a 23-year partnership with “The People’s Shark,” *Daymond John*, co-star of the five-time Emmy Award-winning ABC hit TV Show, *Shark Tank*, founder of FUBU, and author of five NY Times bestsellers.