

"The best movies in the world started out as words on a page" exclaims Hollywood comic icon Stan Lee in a new radio PSA with Canadian music personality Raoul Juneja (a.k.a. Hip-Hop's DeeJay Ra), recorded as a spin-off to Juneja's acclaimed "Hip-Hop Literacy" campaign.

In addition to helping create many of the world's beloved comic characters such as "The Incredible Hulk" and "Wolverine", Lee has often been praised for incorporating issues of education and multi-culturalism into his comic storylines.

In 1971, Lee also helped amend the US Comics Code to begin addressing previously banned comic storylines such as drug use amongst students, in the hopes Lee's most popular character 'spider-Man' could inspire dialogue between millions of youth readers and their parents about relevant safety and social issues of the time.

No stranger to the silver screen, numerous Stan Lee comic storylines have even been adapted into chart-topping feature films. Hollywood heavyweights who have starred as cinema versions of Lee's characters include Wesley Snipes in "Blade", Halle Berry in "X-Men", Kirsten Dunst in "Spider-Man", Eric Bana in "The Hulk", and most recently Jessica Alba in "The Fantastic Four".

Following a cameo appearance in award-winning director Kevin Smith's 1995 "Mallrats" comedy, Lee was also interviewed by Smith for their "Stan Lee's Mutants, Monsters & Marvels" 2002 documentary. Lee published his autobiography "Excelsior!" the same year.

Juneja's "Hip-Hop Literacy" campaign was launched early 2004 with the support of "Get Shorty" author Elmore Leonard. Additional radio PSAs of Juneja's feature "Kill Bill" actor Michael Madsen, "Ali" actor Giancarlo Esposito, and rapper actor Sticky Fingaz among others, encouraging movie and music themed books to students uninterested in reading as alternative literacy developing methods.

For more about Stan Lee visit his www.PowEntertainment.com web site.

Hip-Hop Literacy Campaign Stan Lee

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Be sure to check out DeeJay Ra's new 'special edition' web site to hear the Stan Lee PSA at: <http://www.lyricalknockout.com/>