

The rap on R.A.P.

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Teens and adults dropped some fresh rhymes Monday during the filming of a rap video that addresses pollution in the St. Clair River.

"This was the best way we felt to get the message to youth, through a music video," said producer Jan Dawes.

The joint project of the St. Clair Region Conservation Authority and Friends of the St. Clair River is part of the St. Clair River Remedial Action Plan, or R.A.P.

Members of the environmental group Young Naturalists were part of the audience at the McPherson Fountain in Centennial Park when 18-year-old Sarnia artist Nelson Martinez was filmed performing "One Shot: The River R.A.P."

The song, which sounds similar to Eminem's "Lose Yourself," was written by Dawes and reached its final version through collaboration with Martinez and director Brandon Frank.

"We're trying to not only show the problematic areas of the river but we're also trying to show an optimistic view of sustaining its future," said Frank, whose London-based company Wreckless Crew Productions has branched into music videos.

The \$8,000 project was funded primarily through Friends of the St. Clair River and the Binational Public Advisory Council.

The video will be provided to elementary and secondary schools through the St. Clair Region Conservation Authority, Dawes said, as well as passed out at festivals.

"We're first of all making the public aware that the pollution levels are still at an area that is unacceptable," Dawes said. "But there's only a certain amount we can do. Thereafter we rely on the public, citizens everywhere, to do their part."

Anything that goes down the drain makes it back to the river via ground water, she said.

"This is the idea, to educate them and make them aware that they can make a difference. We're depending on them to make a difference."

Dawes is hoping to complete the video by the end of September. It will be shown across Ontario and in Michigan.