

Hip-Hop Label THA ZOO Records 'Get A Gat' Campaign

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THA ZOO Records, a Connecticut hip-hop record label, has announced the initial national record release from controversial Brooklyn gangsta rap artist, Gat Murdah. The EP, entitled "Murdah Iz Da Streets: The 1st Degree," will be available nationwide on April 1, 2006.

Gat Murdah, who hails from hip-hop's famous Bedford Stuyvesant - Brooklyn, New York, the same neighborhood as late legendary rap artist Notorious B.I.G. and hip hop mogul and rapper Jay Z, is gaining attention for his distinct aggressive sound and controversial lyrics.

"Considering the implied violence of Gat Murdah's name, there are many who didn't want the music to be released on such a large scale", says THA ZOO Records co-owner Adam Gootkin. However, considering a rapidly growing fan base and positive feedback from numerous music industry insiders, THA ZOO Records expects the EP to be a national success. "Once people hear the music and really listen to the lyrics I'm confident most people will have a different opinion," Gootkin added.

The campaign supporting the release is known by fans as the "Get A Gat" campaign, and is already drawing protests as "Get A Gat" t-shirts and stickers are distributed by the thousands throughout the Northeast.

The EP will be promoted to non-commercial radio stations throughout the country. The record has already received a large amount of radio play throughout the Tri-State and New England areas, and DJ's all over the country have been requesting the music. The full length LP will be released in 2007 with support from a major record company pending negotiations.

Gat Murdah is opening for hip-hop artist Method Man in May at the Webster Theatre in Hartford, and will be performing at the 2nd Annual Brooklyn Hip Hop Festival on June 24th, 2006.

The promotional EP will be given away for free to all residents of Connecticut and New York until July 1st. For booking information, to request a press kit, or to inquire about the EP please visit www.thazoo.com .