The nationally recognized urban brand, Sedgwick & Cedar "73, will release a mix tape entitled ‘Sedgwick & Cedar ‘73; Where it all began’ in the spring 2007. The urban brand in conjunction with 1Million Sold and Enchanted PR are currently seeking submissions for the one of a kind mix tape that will pay homage to the origin and birthplace of hip hop.

Sedgwick & Cedar "73 The Heritage Brand of Hip Hop, was founded by the hip hop and rap pioneers of the culture such as DJ Kool Herc, Africa Bambaataa, Melle Mel, Sha-rock and others in 2005. The company's name represents the actual intersection where hip hop was born in 1973 at 1520 Sedgwick Ave (1st House Party) and Cedar Park (1st Block Party) in the Bronx NY.

The mixtape will showcase the hottest in hip hop talent from around the world.

Since its inception the Sedgwick & Cedar brand has quickly become synonymous with the hip hop culture, being spotted on A-list hip hop royalty everywhere from MTV and BET to VH-1 reality shows and numerous red carpet events throughout the country. Russell Simmons, Jay Z, Lil Wayne, KRS- One and Nas are just a few of the many artists photographed wearing the new hip hop clothing brand.

‘Sedgwick & Cedar "73: Where it all began’ will feature some of hip hop’s brightest up and coming emcees both male and female. “This mix tape is about celebrating hip hop as an art form by embracing its future. We are seeking a collective of some of the country’s brightest emcees, from various cultures, backgrounds and influences. There are only fourteen spots so we are going to be very selective with the process. We have to be because of the brand we are representing,” says Jayar Browne, mix tape coordinator and CEO of 1Million Sold. "We are happy to be able to give away these promotional CD's to the buying public who have supported the brand," he states. Browne believes the mix tape will be instrumental in breaking some well-deserving up and coming artists that otherwise may not have a chance to be discovered on a national level. “Hip hop is about opportunity and is ever-evolving. We are looking for truly gifted lyricists that until now might not have had a chance to reach a major audience,” Browne comments. The mixtape will feature emcees giving shoutouts to their favorite hip hop pioneers and acknowledging those icons who inspired them to pursue a career in hip hop.

Sedgwick & Cedar ’73: Where it all began is set for release on March 14th in correlation with the

Core DJ retreat in Miami, Fl and will coincide with Sedgwick & Cedar's spring line. The mix tape will be given away as a promotional item at various clothiers carrying the Sedgwick & Cedar brand. “We consider it an honor to be involved in this venture paying homage to the legacy of hip hop,” says Enchanted PR president, Christal Jordan-Mims. “To have a compilation of hip hop as an art form across cultural and regional lines; seeing how the expression varies from the north, to the south, east to the west is exciting. It’s an opportunity to see what a huge impact hip hop and in particular the birthplace New York has had on the rest of the world.”

For more information on Sedgwick & Cedar please visit www.sc73.com To submit music please send a CLEAN radio edit mp3 to scmixtape@gmail.com , with a subject line of ‘Sedgwick & Cedar: Where it all began’ before February 28, 2007.