

## Rap MC Sticky Fingaz Hip-Hop Activist Honor Jam Master Jay

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Rap legend and acclaimed actor Sticky Fingaz has recorded a new radio PSA with Canadian music personality Raoul Juneja (a.k.a. Deejay Ra), commemorating what would have been the 41st birthday of the hip-hop founder responsible for Sticky's big break - Jam Master Jay.

The "JMJ" tribute PSA was recorded for Deejay Ra's "Hip-Hop Literacy" campaign to encourage reading of Jam Master Jay's "Heart of Hip-Hop" biography book amongst students, in the hopes more youth will continue learning about the "greatest DJ of all time" known as Jazon Mizell to close friends Joseph "Run" Simmons and Daryl "DMC" McDaniels, with whom Mizell formed a mid 80's music group which would soon after spread a new art called hip-hop around the world.

Run-DMC were responsible for rap's first top-ten single, multi-platinum album and music video on MTV, not to mention their personal accolades of the first emcees to receive a Grammy nomination, be on the cover of Rolling Stone and act in their own feature film, as well as Run-DMC signing the first known shoe deal designed specifically for non-athletes.

Sticky Fingaz, whose rap group Onyx with Fredro Starr and Sonee Seeza has often been described as a harsher version of Run-DMC, credits Onyx signing to Jason Mizell's "JMJ" Records in 1991 as the jump-off for their now 15 years in the hip-hop game and over 10 years of movie roles. The critically praised appearance of Sticky and Fredro in Spike Lee's 1995 "Clockers" film is often credited as what opened the door to today's flood of rappers turned actors, and both Sticky and Fredro have since gone on to star alongside such Hollywood heavyweights as Tiny Lister