

E-40 DVD to show Hip Hop 'Hyphy' Movement Hype

Written by Robert ID2933

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West coast hip-hop artist E-40 will release a new DVD entitled "E-40 & The Hype on Hyphy". The DVD explores the music and dance style of the Yay Area hip hop scene.

Known as hip hop's "hyphy movement," the gritty, pounding style is a more uptempo version of the south's hip hop movement 'Crunk'.

The hip hop 'Hyphy' movement has taken over the San Francisco Bay Area. Bay Area hip hop rap legend E-40, who coined such slang as "Fo" sheezy," "Fo" shizzle" and "What's up pimpin"?"; is considered the driving force behind the hip hop hyphy movement.

The new DVD features rap artist E-40's videos "U And Dat" and "Tell Me When To Go," a behind-the-scenes look at the making of those videos, and "The Hype on Hyphy" special, which takes viewers inside the movement and features special appearances by Lil Jon, Federation, and B-Legit among others.

E-40 is currently on the "And 1 Mix Tape Tour 2006" touring behind his latest release "My Ghetto Report Card" (Sick Wid It/BME Recordings/Reprise Records), which debuted at Number One on Billboard's R&B/Hip-Hop and Rap charts, as well as Number Three on the Top 200 chart in March.

The DVD is set to release on Reprise on August 26th.

For more information visit www.e-40.com

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