

## Hip Hop Sideshows and Hyphy on SydeWAYZ DVD

Written by Robert ID2924

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Dangerous and illegal block parties on wheels are called 'sideshows'. Rapidly becoming a part of hip hop culture the whole world wants to know "What are sideshows?" "What exactly is hip hop cultures "hyphy"?" There is an authentic DVD that shows how an infamous East Oakland event called the Sideshow gave birth to the hip hop famous Hyphy movement.

The DVD 'SYDEWAYZ' positively touches every aspect of the Sideshow lifestyle. This is streetlife as you've never seen it. Thousands gather to watch these exhibitions of automotive chaos every weekend in one of the most dangerous cities in America, Oakland.

"SYDEWAYZ is the first and most authentic project to ever capture and present "The Sideshow" / "Yay Area" / "Hyphy" movement to the world! We're happy to be a part of the Destroy family," says producer Yakpasua "Yap" Zazaboi -- who "Dateline NBC" calls "The Sideshow equivalent of Mario Andretti." "They possess the leadership and vision that is necessary to successfully introduce our form of cutting-edge urban media! They actually care about what this movement means to the world, and that matters to us."

You'll get an overdose of whips "Swangin'," "Doors Open," "Gas, Break, Dippin'" and of course -- "Ghost Riding Ya Whip"! But watch your back because the police are out to strip your ride and take you to jail! "If you get a ticket -- you better deserve it!" This DVD takes you where the news cameras don't.

"Destroy saw this movement coming a mile away, and it was not from the tire smoke. The raw intensity of the DVD was captivating enough for us to add it to the roster; we also feel this movement is a genuine phenomenon and our company takes pride in being on the front lines and supporting new youth cultures," says Sean Murphy, President of Destroy Entertainment.

"This movie is a great representation of an underground movement that clearly communicates the next urban Hip Hop phenomenon -- the Sideshow and hip hop Hyphy lifestyle.

SYDEWAYZ features hip hop / rap tracks from Oakland hip hop and rap artists Richie Rich, Vidal of The Delinquents, Beeda Weeda, Noize, Mistah F.A.B and Destro among others.

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SYDEWAYZ comes to DVD August 22<sup>nd</sup>.