

2 Hip-Hop Rap Groups Come Together on Collaboration

Written by Robert ID2549

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One of this summer's highly anticipated street collaboration of political rap duo, dead prez and hip-hop cultures late rap icon Tupac Shakur's (2Pac) group, The Outlawz will be the first release from new created Affluent Records.

Formerly of Def Jam and Violator, Oscar Sanchez has launched his new imprint Affluent Records. Modeled in the same vain as hip-hop and rap labels Def Jam and Bad Boy, this NYC based hip-hop / rap label operates like a mini major and is distributed by Caroline/EMI.

The dead prez and Outlawz LP, 'Can't Sell Dope Forever', opens up a motivational dialogue, urging the streets to strive towards Unity, Power and Progression.

'Can't Sell Dope Forever' features a rare and emotional collaborative effort of musical brotherhood and political unity of two of "AMERIKKA's MOST WANTED". The new record boasts a roster of guests including rap artists Layzie Bone and Messy Marv, in addition to new talents like hip-hop artists Stormey and Malachi. The set even includes a cameo from stic.man's mother, Nora, on the track "Believe," considered to be one of the album's hottest.

The title of the album was inspired by a streetwise clothing company in Atlanta, GA called MISEDUCATED SOCIETY. Their popular "Can't Sell Dope Forever" tee is a staple in southern hoods, echoing the sentiment of change without preaching down to the intended audience.

The members of the rap groups the Outlawz and dead prez insist that there are ways to empower yourself beyond selling dope and glorifying the flash of the drug game. They feel there are too many artists being irresponsible about the street life and moved pro-actively to offer more balance to the game. With the release of the album comes an opportunity for listeners to realize their own dreams in a form of a contest to be announced later.

Oscar Sanchez says, "I love their movement and respect their business. I've always been a fan, now I get the chance to show the world with them their overall vision. dead prez and The Outlawz are some of the most explosive acts in the market today and we are very happy and proud to be able to launch Affluent with these world class acts."

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Mike Bull, VP of Label Relations at Caroline concurs, stating "We expect this release to be one of our top distributed projects for 2006."

With a mission, a message and an album that's hot like fire, there's no doubt that 2006 belongs to dead prez and The Outlawz. Can't Sell Dope Forever, is one of those albums that will hold it's weight for the years to come.

Visit the dead prez web site at WWW.BOSSUPBU.COM