

## NY Hip-Hop MC Creature on Starz InBlack

Written by Robert ID2258

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Starz InBlack keeps “B Side’s” ear to the ground with the new “B Side Underground,” a segment of the series that focuses on underground urban entertainment. Creature, a well-known New York hip-hop street artist, kicks off the first “B Side Underground” during “B Side” Friday, January 13 at 10:30 p.m. (ET/PT) only on Starz InBlack.

Creature, one of New York’s most consistent and celebrated hip-hop hood celebs, kicks off “B Side Underground” with a short feature on his life and career, including exclusive interviews and his songs “Pull Ya Coat” and “Messin Around” from his album “Never Say Die.” For nearly a decade, the Corona Queens native has been offering his blend of metaphor, street prophecy, pain and realism, with a dash of twisted humor.

“ ‘B Side Underground’ is a unique look at artists who incite people to think outside of the norm,” said Kelly Bumann, vice president, brand strategy, Starz Entertainment Group LLC. “This new segment is an example of the range of music we will cover in ‘B Side’ – from uncensored music videos to ‘Best of the Unknown,’ featuring up and coming artists, to ‘B Side Underground.’ ”

“B Side” is Starz InBlack’s late-night original show that features a spicy mix of risqué original shorts, urban music, provocative animation and edgy comedy. The show pushes the edge with unconventional programming and the “B Side Underground” segment takes it to a different level, exploring an aspect of urban entertainment that is often ignored by the mainstream media. “B Side” premiered on Starz InBlack December 9 and is a Friday night staple.

Creature started his career in the ’90s with Seminal Indie Crew Triflicts, the group exploded onto the scene with an Island Records recording contract and production by The Beatnuts. The group disbanded due to the pressures and tragedies that befall hood life, but Creature persevered, ultimately establishing himself as one of the most revered and talented rap emcees on New York’s underground hip-hop scene.

“There’s no demographic we’re targeting, people like quality music and want to support individual artists and I’m thrilled that Starz InBlack with ‘B Side’ is now supporting the work of independent musicians who wouldn’t typically have a voice in the mainstream,” said Creature. He defines himself as an independent “artistpreneur.” “We took our careers in our own hands and are proving that even without major corporate sponsors there’s people that still appreciate something that may be a bit under the radar.” Creature not only performs, but also writes his

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own lyrics, co-produces his music, and hits the streets everyday to sell it.

Creature has toured Europe and the U.S. and performed alongside artists like Mike Ladd, Rob Sonic, Anti-Pop Consortium the X-ecutioners, and Mike Patton (Faith No More) among others, while he was working on his own LP "Never Say Die." He was recognized as one of New York's Best One-Man Street Teams in The Village Voice's "Best of NYC, 2005."

Creature is working on his next project "Hustle to be Free," which is scheduled for release this summer. His feature in the first "B Side Underground" segment on Starz InBlack Friday, January 13 will mark the national television premiere of his music. Find out more about Creature and his music at [www.creaturenomics.com](http://www.creaturenomics.com) .

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