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Hip Hop Artists aim to save “The Souls of Rap Folks” with the release of their first album.

San Francisco, CA (August 6, 2007) -- The Souls of Rap Folks, a San Francisco based hip-hop group cleverly disguised as a collective, bringing community sensibility to the modern hip-hop struggle, and on a mission to restore hip-hop to the glory of its Golden Age.

The Souls of Rap Folks continue the legacy of great music that has come out of the Bay Area, and draws heavily on the influences of hip-hop from a bygone era. Creating a sound that is reverent to the past, and looks toward creating a future where it can again serve as a beacon of hope and a way to spread a message of empowerment to a “generation in search for answers.”

With the release of their first album, “And This Too Shall Pass,” Critical Akklaim and Sin lead listeners on a journey past to a place where great music, greater understanding and hip hop culture are at the forefront.

The album takes elements from all genres of music and blends them together to create a hip-hop experience that bridges all gaps. Critical Akklaim explains, “Our music authentically brings together the influence of every genre of urban music in way that is not over the top or pretentious. It’s an honest reflection of my musical upbringing. I fortunately got to do every genre of music while growing up with rap. The listener hears a unique blend of live electric and digital instruments. Our music comes at a time where more people are concerned about how hip-hop impacts so many things.”

The dual release singles, “Take it back” and “Frisco Wind” are a yin and yang to each other, presenting two sides of a coin that The Souls Of Rap Folks would like the listener to spend reclaiming the culture, and serves as a call to action for all artists that have grown tired of the status quo to create something that the industry and society can be proud of.

Along the way, they are joined by a talented variety of unsigned artists that serve as soldiers on the forefront of the album, fortifying the sound and bringing the sensibility of a hip-hop collective to the group.

In an era where rap artists are constantly being criticized for their negative influence on society and for creating music that is offensive and degrading, The Souls of Rap Folks stand at the forefront of change and new possibility. Creating feel good, profanity free ‘edutainment’, and a return to what made many of us love the music to begin with, beats and rhymes that sound great and say something worth remembering.

Who will save Rap's soul...

The struggle to take Hip-Hop back from the powers that bling has found a new champion. The Souls of Rap Folks, based out of San Francisco, California, aim to bring the music back to what it once was; feel good, socially conscious music that people from all walks of life can relate to. With dope emcees, great tracks, and a strong message, the group channels the "Golden Age of Hip-Hop", making the listener feel good about what they're hearing, while teaching them something along the way

At the root of the Souls of Rap Folks, a dogged determination to put out music that sounds great, and means something. Critical Akkclaim (Dorian Johnson) and Sin (Arsenio Ogilvie) bring to the table undeniable talent, strong production, and the ability to entertain and educate the listener.

The Souls of Rap Folks are taking up the mantle and joining the fight to restore Hip-Hop to its former glory; promoting the importance of community activism, social consciousness, and economic development with soul stirring sounds.

Arriving in the Bay Area ten years ago as part of another Hip-Hop/soul group, Critical has seen the ins and outs of the game, and has become a Professor Xavier-like figure to those working with and around him. After his group disbanded, he continued to make music and to build a stronger community through his work in the non-profit arena. One of these, The DJ Project, a Hip-Hop education program where young people can come in to create music and express themselves helped to form the group as it exists today.

Sin, a Bay Area native who attended The DJ Project, came to the project as a talented producer and artist in his own right. He was ready to pursue making music, and both artists had grown tired of the mainstream, soul-less muzak that had been dominating the scene. They decided to form the group in response to what they felt was the destruction of the soul of Hip-Hop, and work daily to preserve the craft they hold so dear.

Both artists consider themselves guardians of the craft, and what they want, according to Sin, is to bring about a much needed "change of artists that fans can look at as representatives of the culture, rather than pimps of the game." When the two partnered to start to engineer this change, they created music that is "a combination of passion, soul, and the history of being black in America, creating music that is more in line with the culture of Hip-Hop than the limitations placed on rap music by major labels."

With their first release, "And This Too Shall Pass", The Souls of Rap Folks start with a rousing call to action, a remake of the black national anthem, "Lift Every Voice." Dedicated to today's Hip-Hop fans and musicians, challenges them to reclaim Hip-Hop and make it something that we can all once again be proud of. What follows is a musical odyssey that leads the listener back to what the industry has been clamoring for, a return to real, thought provoking Hip-Hop that sounds great and leaves the listener with something to think about.

"And This Too Shall Pass" features an extremely talented group of unsigned artists, who embody what the spirit of The Souls of Rap Folks is all about. Vash, Gavin, Karma, Isa, Joe Esquire and Tecun are a diverse group of collaborators, representing various locales and cultures both inside and out of California. They come together on this project as artists and activists, working to change the music and their communities for the better.

With tracks like "Take it Back," "The Wisdom," and "Do You Write," The Souls of Rap Folks and their many talented guests edutain the listener, and create an experience that is not likely to be forgotten.

The Souls of Rap Folks have been appearing around the Bay Area at various festivals with Gavin and Joe Esquire, bringing to the stage a Hip-Hop carnival atmosphere with a variety of emcees, DJ's, dancers, singers and musicians performing tracks off of the EP; and proving to all who are within earshot, that if Hip-Hop is dead, then its soul has been resurrected.