

Beat Society Announce Addition of Don Cannon & Fortilive To Showcase Line-up & Launch of MASCHINE Giveaways



(February 09, 2011 – New York, N) Renowned producer Don Cannon, responsible for producing hits for Jay-Z, Young Jeezy, 50 Cent, Fabulous, among others, and Fortilive, comprised of producer !llmind and rappers Slo Mo and Mushmouf, have just been added to the historic Beat Society producer showcase. Additionally, the Low Budget Crew will now be a part of the event, and will be kicking off the evening with a special performance. The showcase will take place at Tammany Hall on Saturday, February 12th at 6pm.

This Saturday, hip hop's top producers and emcees will return to the Beat Society stage in New York City for the first time in over five years. Don Cannon, the Low Budget Crew, and Fortilive, who are traveling from Hawaii, will be joining a robust line-up of producers including Nottz, Buckwild, DJ Revolution, !llmind, Khrysis, and emcees Danny Brown and Malcolm & Martin. Evil Dee of the legendary crew Da Beatminerz will hold down DJ duties, while original Beat Society hosts Stef Tataz & Sao lead the night's festivities.

To celebrate the return of the showcase, event sponsor Native Instruments has teamed up with Beat Society and XXLMag.com to give one lucky producer the chance to win Native Instruments' coveted mini-controller, MASCHINE. The midi-controller, which enables users to integrate the flexibility of computer-based

music production with the hands-on creative clout of MPC-style hardware, is valued at \$599 and will be awarded to the winner of the best beat as judged by the XXLMag.com staff. XXLMag.com will announce the winner this Friday, February 11th, the day before the event. The contest is now open: <http://bit.ly/eLNpMU>.

In addition to the XXL contest, fans can win a MASCHINE through Beat Society's official Facebook fanpage until 12 noon EST this Saturday, February 12th:

<http://www.facebook.com/TheBeatSociety>

Watch Khrysis make a beat using Native Instruments MASCHINE here:

[youtube]hxXnBXjcyKQ[/youtube]

Watch Khrysis talk about making beats and using Native Instruments MASCHINE here:

[youtube]o7v9JmVI-yE[/youtube]

The Details:

What: Beat Society Who: Don Cannon, Nottz, Buckwild, DJ Revolution, !llmind, Khrysis, Danny Brown, Malcolm & Martin, Fortilive, DJ Evil Dee, Low Budget Crew and surprise guests

When: Saturday, February 12, 2011

Where: Tammany Hall " 152 Orchard St. New York, NY 10002

What time: Doors @ 6pm

Ticket info: <http://beatsociety.eventbrite.com>

For More information:

<http://beatsociety.com>

<http://twitter.com/beatsociety>

<http://www.facebook.com/pages/Beat-Society/192798450746525>