

New Boyz Are Too Cool To Care On May 10th



Rap duo Ben J and Legacy of the New Boyz are back with their sophomore release *Too Cool To Care* which will hit stores May 10, 2011 via Shotty/Warner Bros. Records.

The album's first single "Backseat," inspired by the international club scene, enlists the help of electro-pop producers The Cataracs and their starlet Dev for a dance-floor banger. Along with The Cataracs, DJ Khalil, Kane, Bei Maejor, and a host of other talented up-and-coming producers lend their talents to the wide-ranged release. "This album is very different from the first one," confesses Ben J. "We really wanted to show ourselves as creative artists. A lot of people are going to be surprised."

Tracklisting is as follows:

Tough Kidz featuring Sabi
Crush On You featuring YG
Active Kings featuring Tyga
I Don't Care featuring Big Sean
Porn Star
Backseat featuring The Cataracs & Dev
Meet My Mom
Start Me Up
Better With The Lights Off
Magazine Girl
Break My Bank featuring Iyaz
Zonin'
Let U Leave
Can't Nobody featuring Shanell
Black Dress

Beautiful Dancer featuring Charlie Wilson

Children of the iPod era, the New Boyz "like their peers" represent a generation dedicated to pushing past draconian standards while searching for something new. "Too Cool To Care is not just an album, it's a movement. It's about how we've always gotten criticism from those who want to hate our fashion and style," says Legacy. "But we've continued and will continue to do our thing and test our boundaries." To coincide with the album release, a high school tour and series of "Too Cool To Care" PSA's promoting the importance of individuality, originality and positive self-image are in the works.

The group debuted in the summer of 2009 with their viral hit single "You're A Jerk." The single not only peaked in the top 30 of the Billboard Hot 100 chart, but also brought the then regional jerkin style to the national forefront, giving the duo national acclaim. This led into the release of their debut studio album *Skinny Jeanz & A Mic*, "one of the year's most charming rap debuts, and certainly the least expected" (New York Times).

Considered by many to be a new generation of one-hit wonders, the group would go on to prove the opposition wrong with the release of their multi-platinum selling 2nd single, "Tie Me Down" featuring Ray J. The group may have initially been known as jerks, but the release of their pop-leaning 2nd single earned the duo their second Top 5 Rhythmic radio smash and would catapult the boys into a position of being a force to reckon with.

Since then they have toured alongside Chris Brown and Sean Kingston, caused nothing short of pandemonium in venues and malls across the nation, landed a role in Mario Van Peebles' 2011 film "We The Party," and have received BET Hip-Hop and Teen Choice Awards nominations for their respective "Best Group" categories.

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