

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 Boyzâ€”like their peersâ€”represent a generation dedicated to pushing past draconian standards while searching for something new. â€œToo Cool To Care is not just an album, itâ€™s a movement. Itâ€™s about how weâ€™ve always gotten criticism from those who want to hate our fashion and style,â€ says Legacy. â€œBut weâ€™ve continued and will continue to do our thing and test our boundaries.â€ To coincide with the album release, a high school tour and series of â€œToo Cool To Careâ€ PSAâ€™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 â€œYouâ€™re A Jerk.â€ The single not only peaked in the top 30 of the Billboard Hot 100 chart, but also brought the then regional jerkinâ€™ style to the national forefront, giving the duo national acclaim. This lead into the release of their debut studio album Skinny Jeanz & A Mic, â€œone of the yearâ€™s most charming rap debuts, and certainly the least expectedâ€ (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, â€œTie Me Downâ€ 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 Peeblesâ€™ 2011 film â€œWe The Party,â€ and have received BET Hip-Hop and Teen Choice Awards nominations for their respective â€œBest Groupâ€ categories.

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