

Animal Farm Releases Culture Shock on May 17th



Portland, OR – May 6th, 2011 – Somewhere within a city known for its indie rocking, coffee drinking, bike riding hipsters, the True School Hip-Hop group Animal Farm has spread its infectious sound and won over a wide variety of listeners. Portland, OR’s favorites are back with their new album, Culture Shock, set for release on May 17th. The album features a host of legends including Talib Kweli, X-Ecutioners’ DJ Rob Swift as well as Abstract Rude. The first single, “Test of Time”, which features the incomparable Talib Kweli, has been featured on Nah Right, 2dopeboyz, djbooth, hiphopsite, hiphopdx, okayplayer, and more, and is a great example of Animal Farm’s ability to blend a soulful, funky sound with potent lyricism. According to Okayplayer, “Talib Kweli jumped on this soulful track with Portland’s hip-hop kings Animal Farm with predictably strong results. If they keep growing joints like this down on the farm, the Pacific Northwest could be a new mecca for true-school rap.”

Culture Shock was entirely produced by group member Gen. Erik, whose production has appeared on MTV and a new behind the scenes Powerade commercial with NBA Superstar Chris Paul. Animal Farm’s “Back in the Days”, which appears on Culture Shock, was also recently featured on NBC and MTV2’s coverage of the Dew Tour.

Animal Farm first burst onto the scene in 2008 with the album The Unknown, which earned the group high acclaim from XLR8R magazine and URB Magazine’s Next 1000 column, partially due to an unforgettable guest appearance by the legendary KRS-One. The album was also featured on a number of prominent websites, including hiphopdx.com and okayplayer.com, and received radio

play throughout the US, peaking at #3 on the CMJ Radio Hip-Hop Charts, where Animal Farm remained in the Top 10 for seven straight weeks.

Animal Farm has risen to defy the odds and create a dedicated following by sharing stages with significant Hip-Hop acts to touch down on Northwest soil in the past five years, including Common, Method Man, Redman, LMFAO, GZA, RZA, Ghostface Killah, Wiz Khalifa, N.E.R.D., KRS-One, The Cool Kids, De La Soul, The Game, Del, Dead Prez, Talib Kweli, Ozomatli, and more. They have also toured and participated in festivals such as CMJ Music Marathon, The Dew Tour, MusicFest NW, SXSW, and NW Reggae Fest, to help build their buzz.

Animal Farm's Hanif Wondir, Fury, Serge Severe, Gen.Erik, and DJ Wels are poised and ready to make good on the buzz that has propelled them into the national spotlight with Culture Shock.

Animal Farm f/Talib Kweli "Test of Time": <http://soundcloud.com/animalfarmteam/animal-farm-ft-talib-kweli> and <http://hulkshare.com/32uookpig309>

Check out the video for "Pop Music" here: <http://www.youtube.com/watch?v=-6AI5T9RMqw>

Tracklisting and credits for Animal Farm's "Culture Shock":

1. Culture Shock ft. DJ Rob Swift
2. Down To Business
3. Test of Time ft. Talib Kweli
4. What I Do
5. Back in the Days
6. DIY
7. Music for Idiots ft. Abstract Rude
8. Pop Music
9. It's Over

10. Hangin
11. G.U.N.S. (Generation Under No Shield)
12. In the Sky
13. Can't Give Up

*All Tracks Produced by Gen.Erik

Upcoming Animal Farm Shows:

- 5/13- 330 Ritch w/ Foreign Legion, DJ Swamp (San Francisco, CA)
- 5/14- Crown Room w/ Heiroglyphics (Portland, OR)
- 5/20- Ike Box CD Release Party (Salem, OR)
- 5/21- WOW Hall CD Release Party (Eugene, OR)
- 5/23- Capitol Club CD Release Party at Jet Set (Seattle,WA)
- 5/27- Mt. Tabor CD Release Party (Portland, OR)