

The Game Takes Flight with David Cash in New Video Release



Venice, CA – It's not many newcomers that can step into the arena spitting with the likes of The Game on their debut single or have their mixtape laced with lyrics specifically provided by J. Cole and Pharrell. But David Cash isn't your typical wanna' be artist. The Venice, Cali native on Nu West World Records, is breathing flames into the West Coast rap scene with a style that is infused with heat and fury. His lyrical fire smokes not only the competition, but also any notion that west coast rap is yesterday's news. The City of Angels has birthed a new rap sun, and David Cash is re-birthing the inferno that started it all!

With his new video release "City of Angels" Cash serves up a visual reminder of why southern Cali is the envy of the rap music scene nationally. Fully laying claim to the concept that 'Los Angeles is where you wanna' be,' Cash pierces our senses with a soundtrack and scenery that captures the essence of the land of La La, from the streets of South Central to the sunny shores of Venice Beach. Native son, The Game joins him in the video, adding credence to the emergence of this rising artist, alongside American Idol beauty Asia'h Epperson who lends a sizzling serenade with the song's refrain.



Cash turns up the heat with his 15-track strong mixtape release, "In Living Color" featuring J. Cole, Devin the Dude, Nipsey Hussle, Flying Lotus and Pharrell who all join him on the project with personalized, non-sampled submissions. Cash's slow, smoke hazed style entices us with tales of street lore

from the bedroom to the beach. On "Curse of Gangsta" he takes us deep into the mind of a man tormented by his choices, then pumps up the volume on "Fame" with rap star Nipsey Hussle. When Cash teams with J. Cole on "Purple Rain" its a mack meets mack sexapade. Then Devin the Dude does what he does best, ad-libbing on "I Like What You Do" while Pharrell graces "Fences" with his one-of-a-kind flow.

Venice, California offered Cash a unique perspective of the 'west side.' Often referred to as the 'far west,' Venice Beach inspired him with a melting pot of influences, people and experiences. His more relaxed rhyme style boasts a distinctive variation from the aggressive rhyme patterns of emcees on the "eastside" such as Snoop, Ice Cube, and even The Game, yet his knowledge and recollection of the streets is no less intense. When on the mic, Cash raps raw, honest and real. His rhymes flow with the swagger and introspection of a veteran who has earned his stripes.

Expresses Cash, "I am David Cash. My heart swells and subsides to the sounds of my life. My music is an expression of everything around me. It may not always be pretty, but its real. Music is my escape. 'City of Angels' is just a prelude to what I am bringing to this game. Life has a tendency to mix things up and my music is gonna' do the same thing. I want folks to hear me, to feel me, to know me."

David Cash will soon prove that he is hardly an artist limited to genres. His next release, "Luv Hate Luv" with Chrisette Michelle, sees him leaving his street jacket behind and exploring new realms.

Take flight with the "City of Angels" at <http://www.youtube.com/user/NuWestWorld> and download "In Living Color" for free at <http://www.iamdavidcash.com/> .