

# Big K.R.I.T., Jean Grae, Rapper Big Pooh, Added To A3C Hip-Hop Festival Line-Up



(Brooklyn, NY— August 17, 2011) The A3C Hip-Hop Festival is excited to announce updates for their seventh annual gathering this year, taking place at The Masquerade in Atlanta, Georgia, October 6-8. Included in these announcements are artist additions, discussion panels, and a host of new and returning competitions that offer cash prizes, gear, and more. Tickets for the festival are now available, with 3-day passes priced at \$40 online and \$45 at the door, and daily passes available for \$15/day.

New artists confirmed to perform at the 2011 festival include Jean Grae, Big K.R.I.T., Rapper Big Pooh, Smoke DZA, Homeboy Sandman, REKS, Termanology, Action Bronson, Nottz, Diamond D, GLC, Trademark da Skydiver, Marz Lovejoy, Bronze Nazareth, Saigon, Chris Webby, El Da Sensei and DJ Puerto-Roc, One Be Lo (of Binary Star), J. NiCs, Gods'Illa, Backbone, Moke and Tone, Lyric Jones, The Away Team, The Regiment, Bodega Brovas, Raven Sorvino, and Second Sight Crew. A3C also continues to give up-and-coming artists the chance to perform, and artists have until August 19, 2011 to submit to play at the A3C through Sonicbids.

Needle To The Record DJ Competition (N2TR) presented by Traktor, returns for its second year at the A3C. Produced by Kimberly Stewart of Absolutely Divine Events, this year's competition is hosted by Fort Knox of Strong Arm Management and includes a \$500 cash prize along with DJ equipment and products. A few competing spots are still available. [Click here for the application and agreement to participate in the](#)

[battle.](#)

Also making it's return this year is the iStandard Producer Showcase presented by Native Instruments. Now in its fourth year, the showcase will provide 20-24 up-and-coming producers the opportunity to display their talents for a mix of multi-platinum producers, industry executives, songwriters, and engineers. All participants receive constructive feedback, and the winning producer will receive a prize package complete with production software and hardware from a variety of brands, in addition to interviews and other industry-oriented perks to assist in furthering their craft. Previous iStandard Producer Showcase judges have included such heavyweight producers as The J.U.S.T.I.C.E. League, DJ Toomp, Tha Bizness, Needlz, Don Cannon, and iStandard alumnus Symbolyc One aka S1. Former participants have had the opportunity to work with Rick Ross, 50 Cent, Diddy, and The Clipse. [Click here to submit for the iStandard Producer Showcase at the A3C.](#)

The A3C has a tradition of producing cutting-edge and novel breakdance content and this year's Deuces Wild 45's Edition is no exception. A combination of 2010's 45's event and the popular Atlanta Deuces Wild competition, the unique competition will allow b-boys and b-girls to compete 2on2 for \$1,000 cash, all while world-class DJs go head-to-head, competing for the best 45 record set. Dance judges include renowned b-boy Ssun of Korea's Gamblerz Crew, Atlanta's own b-boy Totem of Burn Unit and New York City's Honey Rockwell of Rock da Floor. B-boy and b-girl competitors can register onsite at the event on October 8.

In addition to live performances and contest, the Festival will feature educational and professional development content, including panel discussions, workshops and equipment demonstrations that will include panelists such as DJ Burn One, Wendy Day (founder of the Rap Coalition), John Gotty of The Smoking Section, Ricardo Spicer (Universal Music Group), Miss Rivercity, Motion Family, and A Tribe Called Quest's

Jarobi. Panel topics include, "The Team – Building the infrastructure you need to succeed as an artist!", "The Visual: How can I create a great visual that reflects my music?", "Marketing/Branding – Beyond the Music: How do I get paid to be me?", "What's the role of a DJ in 2011?" and "Publishing and Licensing: The 401k plan for the songwriter." Panelists and additional themes will be announced.

Artists previously announced to perform at the 2011 festival include Random Axe (Sean Price, Black Milk and Guilty Simpson), Freeway, Aleon Craft, MURS, XV, Elzhi (of Slum Village), Cory Gunz, Freddie Gibbs, Kid Daytona, Laws, Skyzoo, Rapsody, Thee Tom Hardy, Big Remo, Actual Proof, Jon Connor, Young Scolla, Tabi Bonney, ski beatz, Soul Khan, Jarren Benton, Chancellor Warhol, J-Live, Percee P, Ras Kass, Chase N Cashe, Rockie Fresh, Shawn Chrystopher, Rittz, SL Jones, Moe Green, KD, LE\$, Ethereal, Willie Evans Jr., P Dukes, Nice Guise, LidoLido, Eternia, Eyezon, Shokanti, The reMinders, Boog Brown, Ultra Beast (Senor Kaos and 4-Ize), Dillon, Paten Locke, Dee-1, Big Rec, Danny!, Goines, Johnny Spanish, Lyriciss, YONAS and Neak.

A3C Hip Hop Festival tickets are available on the A3C website. 3-day passes are \$33 and daily passes are \$15/day