

DJ Doo Wop & TheSource.com Present "Underground: The New 90's" 4/10/12



New York, NY March 21st 2012- Mixtape veteran, DJ Doo Wop, in conjunction with The Source Magazine, is pleased to announce the launch of the "UNDERGROUND : THE NEW 90'S" mixtape series. With this new project Doo Wop intends to use the same mixtape format from his classic "95 LIVE PT 1& 2" series, but will showcase some of the hottest artists on today's "underground" scene

"I worked with almost every rapper in the game, building solid relationships with them and could easily put together a mixtape with all mainstream artists" says Doo Wop. "Instead, I'd rather give Hip Hop fans something fresh & new. Most importantly, I want to show them that there's more to hip hop than the same 10 songs they constantly hear on commercial radio hour after hour. I want to go back to when the DJ broke the artist. A&R's do not exist anymore so new fresh talent has to get noticed by either affiliation with an already established artist or he/she has to somehow move a million mixtapes on their own in order to attract the attention of the check writers at major labels. I could provide that platform simply because of my resume in the mixtape game. Thankfully, everything I put out automatically reaches millions via the internet because of the credibility I have established over the years by making classics such as 95 Live, The Diaz Brothers, The Bounce Squad series etc. It made sense to collaborate with The Source Magazine on this project. The Source has always been instrumental in giving up & coming artists a chance to be seen and heard. They are still the

“the bible” of Hip Hop and I am glad to have the opportunity to work with them

“Underground: The New 90’s” features exclusive freestyles and original songs from Planet Asia, Sean Price ,Cormega, Termanology, Guilty Simpson,The Kid Daytona, Reks, Meyhem Lauren, John Robinson, Sav Killz,Opium Black and others to be announced. This first installment will be released exclusively on TheSource.com on April 10th 2012

There will be limited slots on each mixtape for unsigned artists who wish to showcase freestyles or original material. Artists interested in being featured on these mixtapes, should contact Chris Medina of 238Beats Entertainment Group @ 238beats@gmail.com for detailed information.