

Jean Grae Added To Audible Treats' 2nd Annual Hip-Hop Showcase Line-Up



(March 16, 2011 – New York, NY) Audible Treats is excited to announce the addition of marquee Blacksmith Music artist Jean Grae to their 2nd Annual Hip-Hop Showcase on Thursday, March 17th. Continuing a growing partnership, Audible Treats, in conjunction with Native Instruments, is also happy to announce that they will be giving away two MASCHINE midi-controllers, one at the 2nd Annual Hip-Hop Showcase and the other at the showcase that they will be co-curating with PrefixMag.com on Friday, March 18th.

Audible Treats' 2nd Annual Hip-Hop Showcase will take place Thursday, March 17th at The Scott Inn. In addition to Jean Grae, the showcase will feature performances from Talib Kweli, Casual and Opio of The Hieroglyphics, Nottz, Black Milk, Derek 32Zero, DJ Toure, Moe Green, TRUTHLiVE, Kokayi, The Niceguys, DaVinci, Erk Tha Jerk, Roach Gigz, League510, and Kyle Rapps. Producer IMAKEMADBEATS will serve as official DJ for the night. On the evening of Friday, March 18th Audible Treats will co-curate a showcase with PrefixMag.com. The showcase, taking place at Nuvola, will feature performances J*Davey, Acrylics, Moe Green, Poirier, Roach Gigz, DaVinci, and Headless Horseman with DJ Eleven serving as the official DJ for the night.

Continuing a tradition that began with Audible Treats' inaugural CMJ Showcase in 2009, a number of exclusive, limited edition gift bags will be distributed throughout both evenings, courtesy of the showcase lifestyle sponsors. Throughout the events, Audible Treats will also distribute a

limited number of premium items such as video games, watches, designer clothes, stickers, and music courtesy of premium lifestyle partners FLÄ¹/₄D Watches, Onitsuka Tiger, Native Instruments MASCHINE, IMKING Clothing, Orisue Clothing, and Rocksmith Tokyo Clothing. “Our premium gift bags have become increasingly coveted each year. This year they’ll include hundreds of dollars worth of merchandise, including exclusive watches from FLÄ¹/₄D,” says Marketing Manager Dan Friedman.

The Details:

When: Thursday, March 17, 2011, 7:30PM – 2:00AM

What: Audible Treats Official SXSW 2011 Hip-Hop Showcase featuring Talib Kweli, Hieroglyphics, Nottz & Derek 32Zero, Black Milk, Kokayi, DJ Toure w/ Truthlive & Moe Green, Erk Tha Jerk, Roach Gigz, DaVinci, Niceguys, League510, & Kyle Rapps.

Showcase DJ: IMAKEMADBEATS

Where: The Scoot Inn @ 1308 East 4th Street, Austin, Texas

Facebook Event Link: <http://tinyurl.com/ATSXSW2011>

When: Friday, March 18, 2011, 8:00PM – 2:00AM

What: Prefix & Audible Treats Official SXSW 2011 Showcase featuring J*Davey, Acrylics, Moe Green, Poirier, Roach Gigz, DaVinci, and Headless Horseman.

Showcase DJ: DJ Eleven.

Where: Nuvola @ 105 E. 5th Street, Austin, Texas

Facebook Event Link: <http://tinyurl.com/ATPREFIXSXSW2011>

Danny Brown Signs To Fool's Golds Records



In an era of industry-obsessed MCs, interchangeable hashtag raps, and “viral” everything, it has become increasingly difficult to find a true original in the rap game, an artist able to ignite a buzz without calculatedly chasing it down. Yet ask anyone who’s been paying attention and they’ll tell you: Danny Brown is that dude.

Recording since his teens, 2010 was Danny’s breakout year, with his self-released *The Hybrid* showcasing a hypnotic, unique flow that Pitchfork called “the most peculiarly infectious voice since Dizzee Rascal,” while the LA Times praised it for “punch lines like Conan O’Brien if he’d come up selling crack.” He built a rabid online fanbase, stole the show on collaborations with everyone from Tony Yayo to Das Racist to the late J Dilla, and covered the Metro Times as the most acclaimed underground Detroit MC since a certain blonde fellow named Marshall. When it came time for Danny to take the next step and find a real home for his new music, it was only right that he would find a perfect fit with Fool’s Gold, the artist-run Brooklyn indie label renowned for launching new talent like Duck Sauce, Kid Sister and Kid Cudi to the world at large.

“When we first met, we really didn’t talk about doing business; we talked about music the whole time,” says Danny of what endeared him to Fool’s Gold. “That was the illest thing to me, because I sat down with a lot of labels and all we were talking about was, ‘How can we make this project work?’ and this and that. Fool’s Gold was all about being fans of music, and ‘How can we make Danny Brown better?’ I didn’t know they were such huge hip-hop nerds. A-Trak and Nick Catchdubs, you think of dance music, but they’re real knowledgeable with everything.”

“Fool’s Gold is thrilled to bring Danny Brown into our family,” says A-Trak. “We’ve been supporting his music on our blog for a long time, so we’re fans of his before anything

else. Danny Brown represents a return to raw, gritty rap. His skills can't be questioned. He sounds and looks like no one out there, and that's something that appeals to us. We share the same grassroots values, and we can't wait to get behind his new album!"

Stay tuned for more details on Danny's inaugural Fool's Gold release. Meanwhile, check him taking over Austin all this weekend, including a prime performance at the official Fool's Gold SXSW Showcase on Friday, March 18th alongside A-Trak, Donnis, Cubic Zirconia, The Suzan, AraabMuzik, Kingdom, Telephoned, Nick Catchdubs and Party Supplies.

Danny Brown on FADER TV –
[youtube]AY0UR73A32M&[/youtube]

SXSW SHOWS

WEDNESDAY 3.16 The Smoking Section Dot Com Daystage
Ballroom G 4th Floor, Austin Convention Center
Set time: 4:40pm

THURSDAY 3.17 Rappers I Know / Gigacrate Unofficial Showcase
Beso Cantina, 307 W 5th St
Set Time: 10:30pm

Onsmash x 10. Deep Southwest Smash
Suite 101, 101 W 5th St
Set time: 12am

FRIDAY 3.18 Thrasher / Converse Death Match
The Scoot Inn, 1308 E 4th St. Austin, TX
Set time: 3pm

Smoking Section Perfect Attendance
The Light Bar, 405 Congress Ave
Set Time: 4pm

Fools Gold SXSW Showcase
Beauty Bar Palm Door, 401 Sabine St

Set Time: 11pm

SATURDAY 3.19 Supreme Street x Traffic Boutique x RockSmith
present: Hip Hop Supreme
District 301, 301 6th St
Set Time: TBD

Michigan Made Showcase
Mi Casa Cantina, 503 East 6th St
Set Time: 5:15pm

Cheryl Pepsii Riley Continues to Inspire with a Voice that Keeps Singing



New York – When Cheryl Pepsii Riley released “Thanks for My Child” in the late ’80’s she solidified her voice in our hearts forever. The passion behind the lyrics touched such a chord that the song became not only a number one single, but an anthem for women that still vibrates within our spirits to this day. We recognized the Brooklyn, New York native as an angelic songbird with staying power. Singer, songwriter and producer, Cheryl Pepsii Riley proved us correct.

Today her voice is still very much a part of our musical landscape. Her melodious magic is evidenced in Tyler Perry’s many blockbuster plays and movie soundtracks, her independent CD releases, and every Monday night even, at the Village Underground in New York where for four years now, she has hosted one of the city’s hottest indie artists jam sessions!

Cheryl Pepsii Riley is a contender. The music business may have changed, but she has evolved with it!

Cheryl has maintained and grown her fan base over the years by broadening her realm and acting in numerous popular gospel plays. Audiences may recall her first play, "Momma Don't," co-starring Rev. Rance Allen, Lynette Hawkins and the Clark Sisters. To date, she has over 13 national touring plays to her credit, including several with the award-winning king of the genre, Tyler Perry.

Cheryl has also provided vocals on several of Tyler Perry's film soundtracks. In fact, it was Cheryl's voice that rocked the house as Tariji P. Henson lip-synced her dramatic club scenes in Perry's film "I Can Do Bad All By Myself." And in the recent DVD release of Tyler Perry's "Madea's Big Happy Family" Cheryl takes the stage as Joyce endearing audiences with her multi-octave range. Riley's history with Perry spans multiple DVD stage play releases including "Why Did I Get Married," "Madea Goes to Jail," and "Madea's Class Reunion."

"Let Me Be Me" Riley's latest CD is a seductive serving of originals that ride the terrain of jazzy funk, bluesy rock and gospel tinged R&B. Soon to be re-released, the project is infused with heart-felt honesty and tenderness as Cheryl delves deep into the space of vulnerable yet strong feminine compassion. Sultry, smooth and sensual, "Let Me Be Me" is a grown woman's musical journey. From the melodious opener, "Thanks," to the searing "No, But I Want To So Bad," to the bold and funk laded, "Damn!" the revealing "Miss U," and the inspirational "Call On Him," Cheryl continues to bare a soul that resonates layers of raw sensitivity.

New Yorker's get to experience the creativity of Cheryl Pepsii Riley first hand every Monday night at the Village Underground where she hosts her "Back in the Day, Black Velvet Painting, Blue Lights in da Basement, Musicians and Singers Jam" night! More simply known as "Black Velvet Mondays," the showcase is

celebrating four years as musicians from around the world have dropped in to grace the stage. The showcase streams live at <http://www.TheVillageUnderground.com> and bridges the gap between the old school and new school as artists and musicians come to perform, network and inspire.

“‘Black Velvet Mondays’ is my special baby,” reveals Riley. “The energy every Monday is amazing. We are a special haven for artist creativity and our four years is a testimony to the appreciation. God has truly blessed me with this gift of song and it is with great joy that I get to give back to others. I envisioned ‘Black Velvet Mondays’ as my way of giving back to the youth and presenting them an opportunity to grow, shed, learn and get an education about this business. And as a platform, our Monday nights keeps growing and growing! With my touring, recording and the weekly night sessions, I am just blessed to have so many artistic avenues for expression.”

When not on the road touring with Tyler Perry, Cheryl Pepsii Riley tours and performs the nightclub circuit. She will be at The Blue Note in New York with independent jazz guitarist, Abdul Zuhri on March 18 and in Washington, DC at Blues Alley on June 30th with her band, Hot Chocolate. The woman who sang “Thanks for My Child” also busies herself with “The Young Women’s Leadership School” a school program providing mentorship for young women.

To explore the musical realm that is Cheryl Pepsii Riley, join her at <http://CherylPepsiiRiley.com> and friend her on Facebook under <http://www.Facebook.com/Cheryl Pepsii Riley>.

Odd Future (OFWGKTA) Offers Frank Ocean Mixtape For Free Download



Frank Ocean is the latest addition to the Odd Future phenomenon. After dropping his free mixtape via Odd Future's website on February 18th, 2011 he immediately attracted the attention of Diddy, Lupe Fiasco, and now John Legend who have all been shouting him out via Twitter trying to spark a connection with the 23 year old singer. The Odd Future crooner has been signed to a major label, but released the "Nostalgia, Ultra" album as a free mixtape while waiting on the major label to invest money into his project. He's received instant praise from the LA Times, Pitchfork, Fader, Complex, Peter Rosenberg's HOT 97 radio show just this past Sunday, and so forth after putting himself on blast.

Frank Ocean asked Life or Death PR to send this message to the masses below:

"My name is Frank Ocean. I grew up in New Orleans. I'm from Odd Future. I wrote Nostalgia, Ultra in spring 2010. I think I have Synesthesia. I feel more like some type of visual artist than a musician when I'm working. I just mean my process is more about imagery. Maybe people wanna call it a certain genre because I'm a black guy singing. I don't really mind. To be honest, I don't think much about it. I categorize it in iTunes as Bluegrass or Death Metal usually. I'm pretty sure I have Synesthesia though. I also wear a Kippah from time to time. I smoke Marijuana for anxiety. Oh, and I used to battle-rap in High School."

Download "Nostalgia, Ultra" [Here](#).

Songs For Women:

[youtube]_jHA0qXBK8s&[/youtube]