

Kidz In The Hall Cordially Invite You To Their Very Big Occasion



Kidz In The Hall will release their 13-track album *Occasion* on November 22nd. There are guest appearances from David Banner, Marsha Ambrosius, Bun B, Freddie Gibbs, Esthero, Suliamn, Anton Genius & more. "Pour It Up" is the lead single from *Occasion*. Beginning in November, Kidz In The Hall are scheduled to film season 2 of 'Here Now.'

Listen to Kidz In The Hall's Lead-Single For "Occasion" f/Bun B & David Banner ["Pour It Up" \(P.imp C.up\)](#)

Kidz In The Hall 'Occasion' LP 11-22 + Season 2 of 'Here Now' Reality Series



Kidz In The Hall, the hip-hop duo consisting of emcee Naledge & producer Double-0, took a creative approach to the recording process of their new album 'Occasion.' In March of this year, with support from Red Bull & Adidas, Kidz In The Hall laid down the foundation for the project with a core objective in mind...HAVE FUN! The group invited fans into their world to see first-hand how they construct an album. Over the course of a

few weeks they recorded in Red Bull studios, played in an Adidas basketball tournament with Snoop Dogg, threw parties at their LA house in the hills (for creative inspiration of course), played pranks and performed with Chris Brown. The reality show 'Here Now' documented the making of 'Occasion.' The 6-part series was hosted by MTV2.COM as part of their Sucka Free segment.

On November 22nd fans will get to enjoy the 13-track album featuring David Banner, Marsha Ambrosius, Bun B, Freddie Gibbs, Esthero, Suliamn, Anton Genius & more.

According to Naledge "this album is by far our best work. All artists usually feel that way, but in my honest opinion our mental space wasn't as positive for the last album. We didn't rush this project and we made sure we had fun crafting it. Occasion is the soundtrack to letting one's everyday problems go and focusing on the celebration at hand. Life should be a celebration."

Beginning in November, Kidz In The Hall are scheduled to film season 2 of 'Here Now.' The 6 episodes will take place during their upcoming European Tour. The episodes will again air on MTV (MTV Jams & MTV2 Sucka Free programming), as well as posts through Adidas Facebook page at the top of 2012.

The reality series is a way for fans to see the life-cycle of a new album & get a greater sense about Kidz In The Hall as individuals. Double-0 explains that "we realized early on that part of our appeal would be knowing who we really are. People use the bullet points in our bio's to paint a picture that is often inconsistent with what we literally say in the music. So the idea was let people in and see what really goes on. How we live and how we create."

Naledge further adds that "the reality show is good for our brand because it helps fans to see we are three-dimensional and not just some nerdy Ivy Leaguers. I didn't think the

general public ever got to see the layers to our personalities so I suggested we do a reality show. We aren't a "train wreck" but we work hard and play even harder. The music makes more sense to a listener when they can identify with me as a person."

On October 11th fans can purchase the album's lead record, "Pour It Up" featuring David Banner & Bun B at iTunes.

Follow @kidzinthehall / @naledgeKIDZ / @double0KIDZ / @duckdownmusic

Watch Kidz In The Hall "Here Now" Episode 1:

[youtube]xT4gt82TXEs[/youtube]

Kidz In The Hall Invite You To The Land Of Make Believe

Kidz In The Hall have matured in their music to discover who they truly are as artists. Having the opportunity to reflect on their body of work and analyze both their strengths and weaknesses has enabled the group to redefine both their goals, aspirations and at the same time expose what the music industry can do to those closely involved with it.

Kidz In The Hall are embarking on their next journey into the LAND OF MAKE BELIEVE. For Naledge, MC of Kidz In The Hall, he sees the project as "the moment we have worked for has come to a crossroad. We strive for success in this music industry, but we have never taken time to look ourselves in the mirror and analyze what this industry has made us. As a lyricist, I used

this album to serve as a soundtrack to my aspirations and to my downfalls, but also as a chance to evaluate who I am as a man compared to whom I envisioned myself to be.â€

Examining the current climate of our world today, LAND OF MAKE BELIEVE, is a timely reminder for us all to take a step back and analyze how we can strive to be better and achieve more. Double-0 highlights this further by saying that "The Land of Make Believe is different things for different people. For us it is the space between where we are now as artists and where we feel we should be. It's the idea that until you actually get to your destination or goal you have to act like you are already there.â€

The first single from the album, "FLICKIN", currently available at iTunes worldwide, is a prime example of dichotomy of imagination and reality. The title is a colloquial Chicago term. Naledge explains "Flickin'" is the idea that at any point in time something is photo-ready or picturesque. When I was younger it was used to describe a person's car, shoes, haircut, or outfit. Any material possession with physical beauty.â€ "Confidence is key" Double-0 adds, "The song should make you feel good when you look in the mirror regardless of what you have on."

Kidz In The Hall have recently unveiled the second single, â€œJUKEBOXâ€ featuring MC Lyte. The video, directed by BB GUN, will be impacting National Video Networks in early February. The group had the opportunity to perform the track and other key songs in front of MTV's entire staff.

Just last year Kidz In The Hall released their critically acclaimed album, The In Crowd, (May 2008) which propelled them into the limelight with key tracks like "DRIVING DOWN THE BLOCK," and "LOVE HANGOVER" featuring Estelle. With tremendous support from national video networks the videos for these songs were placed in heavy rotation and even highlighted on shows such as MTV's TRL and BET's 106 & Park.

Kidz In The Hall went on to land exciting licensing deals with their music featured in EA Sports Madden 09, Rockstar Game's Midnight Club LA, Activision's Pimp My Ride 2 and EA Sports upcoming game NBA LIVE 2010.

The group remained active touring both North America and Europe, performing with the likes of Method Man & Redman, Gym Class Heroes, Atmosphere, The Clipse, MURS, and as a part of Rock The Bells and Paid Dues Tours.

It was this heavy activity that caught the attention of REEBOK, who enlisted Kidz In The Hall to be the first group representing their GLOBAL REEBOK CLASSICS CAMPAIGN. Kidz In The Hall remixed Special Ed's "I GOT IT MADE," filmed a video for the track, and were featured in over 500 Foot Locker Locations.

Kidz In The Hall are excited for the world to hear their next project. Double-0 proclaims, "Since we were backpackers on the first album and Hipsters on the second...I am interested to see what they'll call us on this album...how about just Dope artists!"

Tracklisting and credits for Land Of Make Believe:

- 1.) Intro
- 2.) Traffic
- 3.) Flickin
- 4.) Out To Lunch f/The Kid Daytona
- 5.) Bougie Girls f/Russoul
- 6.) Jukebox f/MC Lyte
- 7.) L_O_V_E
- 8.) Will II Win f/Marsha Ambrosius
- 9.) Take Over The World f/Just Blaze & Colin Munroe (co-produced by Just Blaze)
- 10.) Fresh Academy f/Chip Tha Ripper & Donnis
- 11.) Simple Life f/Amanda Diva
- 12.) Running f/Tim William

- 13.) Do It All Again (I Am)
- 14.) I Am (Reprise)
- 15.) Rise & Shine f/Russoul

(All tracks produced by Double-0 and the LP includes no samples)

Chicago Entrepreneurs Form Unique Partnership To Create New Record Making Model

To truly make a mark in the digital age, you have to be ahead of the curve and Chicago's recently Closed Sessions label may very well be at the forefront of a new movement in the digital music age. With each of the Closed Sessions founders having years of experience in their respective fields, they combined their expertise in Audio Engineering (Mike Kolar who is chief engineer and owner of Chicago's SoundScape Studios), Media Technology (Omar Solis) and Viral Media (DJ RTC EIC of Rubyhornet.com and also a renowned DJ who has performed and worked hand in hand with numerous labels and artists) to create a one-stop shop that caters to everything an artist requires to create compelling music.

The premise of Closed Sessions revolves around using their hometown of Chicago as a backdrop to further influence the creative process and experience. All of the sessions recorded for Closed Sessions: Vol. 1 are recorded organically with artists who were either visiting the city while on-tour, or in a few cases those who already call it home. Working with a variety of talented producers, Closed Sessions is supplied with with original and high quality production, which is then stored in the catalog at SoundScape Studios. When a participating artist comes to Chicago, they are taken to SoundScape Studios with RubyHornet.com's full video team and the studio is equipped and catered to fit their individual

needs. Once comfortable, they are able to cycle through the Closed Sessions catalog and pick the beat of their choice. Once they have chosen their beat, they are left to do what they do—make great music. Adding to the intrigue, Closed Sessions participants work with other artists and producers that they may have not previously met and may not typically work with, which creates very compelling music.

Each Closed Session is videotaped and photographed, giving fans a candid look into the recording habits of Hip-Hop's top artists, well as providing them with new and high quality music from their favorite artists. The finished song and video are released virally via RubyHornet.com and reposted throughout the web by other leading music and culture websites. The songs are released individually, as well as collectively via multi-media EPs that include music, videos, photos, and stories all focusing on the Closed Sessions experience.

The majority of Closed Sessions participating artists are provided with a number of additional experiences including, but not limited to, a concert or party organized in part by RubyHornet, as well as a tour of the city in which artists are taken to various cultural hotspots introduced to Chicago's industry players and personalities.

Since conducting the first Closed Session with New Orleans recording artist Curren\$y, artists such as Amanda Diva, Kidz In The Hall, Tanya Morgan, U-N-I, Bun B, Donnis, Rhymefest, Skyzoo, Big Pooh, and many others have participated. The first Closed Sessions EP, presented and mixed by DJ RTC, will be released in March 2010 and will contain nine songs. The collection will be distributed digitally as a free download.

While each artist is different and their recording process differs, their individual experiences and testimonials all shed light on how Closed Sessions is poised to brand its name throughout the Urban Music world.

“Going to Chicago is always good... Seeing GLC in Chicago is even better...

Recording in Chicago with GLC and RubyHornet is guaranteed classic!” --Bun B

“Closed Sessions made sense for me because I always felt like I wanted SoundScape Studios to be the one place that my artist friends could hang out and feel comfortable when in Chicago. DJ RTC, being my personal friend and Mixtape DJ and Mike Kolar being my engineer made my involvement very logical. Closed Sessions is creating snapshots of some of the great moments in Chicago Hip-Hop through song.” --Naledge of Kidz In The Hall

“Closed Sessions was THAT SHIT. I got to meet and build with some really great talent and eat some good ass nachos (haha). The record turned out crazy and Chicago is a great place to be. Ruby Hornet is putting together great collaborations, bringing artists together in person the way it should be done – none of that email back and forth shit.” --Emilio Rojas

“I think rubyhornet.com has begun something great with their Closed Session series. A lot of fans want a closer look at their favorite artist and this is a way to let them in on the writing and creative process of creating music. Even the casual listener may gain a greater respect for the process as well as the artist after viewing an episode of Closed Session.” --Big Pooh of Little Brother

“Closed Sessions is like being in the club when it’s poppin’ minus all the hatin’ ass ni***z.” --Rhymefest

Tracklisting and credits for Closed Sessions Vol. 1:

- 1.) Curren\$y: “Rapper Weed” (Tony Baines)
- 2.) Truck North and Big Pooh: “Dutch Dalton” (Tony Baines)
- 3.) Amanda Diva: “I Can See” (Slot-A)
- 4.) Kidz In The Hall, Chip Tha Ripper, Mikkey Halsted, Donnis: “Fresh Academy” (Double 0)

- 5.) Tanya Morgan: "Posted" (Tony Baines)
- 6.) Emilio Rojas, Scheme, Astonish: "Helluva Year" (Dario)
- 7.) U-N-I, Hollywood Holt, CurT@!n\$: "So Cold" (Million \$ Mano)
- 8.) Skyzoo and Rhymefest: "Crack The Code" (K-Salaaam and Beatnik)
- 9.) Bun B and GLC: "Happiness Before Riches" (The Weathermen)