

Kill At Will: The Final Chapter-Joell Ortiz, Token, Chris Rivers, Big Daddy Kane & Snow Tha Product

[youtube id="spvoZd8NQps"] "Kill At Will: The Final Chapter" is a song from the *That's Hip-Hop: Generation Next* album coming out October 14th via That's Hip-Hop. That's Hip-Hop is a movement started by producer Domingo with the goal of preserving the music and culture. The movement represents itself through the release of music and organizing live shows. In the video, Joell Ortiz, Token, Chris Rivers, Big Daddy Kane and Snow Tha Product are animated figures who drive through the New York City streets and arrive at the offices of music industry executives who are murdered for dumbing down hip-hop. Rivers wears the same outfit as Freddy Krueger from *The Nightmare On Elm Street* franchise to demonstrate that his kind of music is the one thing the corporate hip-hop machine fears. If you pre-order [That's Hip-Hop: Generation Next](#), you receive a free instant download of "Kill At Will: The Final Chapter."