

Legendary Hip Hop Act A Tribe Called Quest to Tour

Written by Robert ID2926

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The legendary hip hop act, A Tribe Called Quest, are reuniting to headline the first leg of the 2nd Annual 2K Sports Bounce Tour in 15 cities. This marks the renowned hip hop group A Tribe Called Quest's first tour in over half a decade.

In addition to headlining the tour, an exclusive track from A Tribe Called Quest will appear on the upcoming "Dan The Automator Presents 2K7" soundtrack with Phife Dawg appearing as a playable character. Joining A Tribe Called Quest on this historic national tour is hip hop artist Rhymefest.

Comprised of Phife Dawg, Q-Tip, and Ali Shaheed Muhammad, A Tribe Called Quest is known as one of the most intelligent and artistic hip hop rap groups of the '90s with four solid albums and a string of hip-hop classics prior to their 1998 break-up. This heavily anticipated reunion marks one of the top hip-hop happenings of the year.

"I'm excited for me and my group to be a part of the 2K Sports Bounce Tour," said Phife from A Tribe Called Quest. "It's a win-win situation for Tribe because we get to be a part of such a dope game, and we get to reach out and touch our fans in these 15 cities. I couldn't ask for a better opportunity. Also, I'm excited because everyone knows I am a sports nut, so being down with the game and also being a character in the game is crazy to me."

The 2nd Annual 2K Bounce Tour is the latest addition to 2K Sports' series of annual live events that bridge hip-hop, sports and video game culture by featuring renowned music artists, sports gaming kiosks, projection vignettes and celebrity and professional athlete appearances. The tour will take place in more than a dozen top markets throughout the month of September, with details posted at <http://2ksports.com/go/bounce/>.

Tour Dates (first leg):

Sept 1 - Detroit MI Sept 20 - Baltimore MD

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Sept 8 - Las Vegas NV Sept 22 - Washington DC

Sept 9 - Berkeley CA Sept 23 - Atlanta GA

Sept 10 - Los Angeles CA Sept 24 - Lake Buena Vista FL

Sept 13 - Denver CO Sept 28 - Atlantic City NJ

Sept 15 - Chicago IL Sept 29 - Worcester MA

Sept 16 - Milwaukee WI Oct 1 - Sayreville NJ

Sept 17 - Toronto ON Oct 5 - TBA, NY

"After The Roots headlined last year's Bounce Tour, we knew we had to raise the bar even further," said Tim Rosa, director of brand and lifestyle marketing for 2K Sports. "We jumped on the opportunity to reunite the legendary A Tribe Called Quest, whose positive vibe and innovative style meshed perfectly with the 2K Sports brand."

In addition to touring to support 2K Sports' upcoming basketball game, A Tribe Called Quest will have an exclusive new Dan the Automator remix of the classic "Lyrics to Go" on the "Dan the Automator Presents 2K7" soundtrack. Phife Dawg also appears as a playable character in the game's Street mode alongside a host of other rap stars. By putting A Tribe Called Quest on the road, on the soundtrack and in the game, 2K Sports continues to have the deepest music integration campaign on the market.

For more information about the 2nd Annual 2K Sports Bounce Tour, log onto <http://2ksports.com/go/bounce/>

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