

## Tour Announced for the Pioneer of Latin Hip Hop

Written by Robert ID3035

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Latin hip hop artist Frost (aka – Kid Frost), has announced that he will be officially on tour between September 29th and October 21st, 2006. From Las Vegas, to San Antonio to Beverly Hills, the “Pioneer of Latin Hip Hop” will be spreading the word on Goldmark, while performing his undeniable hit tracks. Opening for Frost, will be newly signed Hip-Hop artists Scoop DeVille, aka Platinum Child, and Chedda Boy.

Frost is very well respected and wildly successful hip hop performer, who is a major role model for up and coming hip hop and rap talent. The veteran East Los Angeles rap artist, who became a hip-hop icon in 1990 with his groundbreaking single "La Raza" has stepped up his game in the last decade, sharpening his lyrical skills and becoming an authority figure in hip hop culture. This will be evident in every one of his shows.

With his hard-hitting mix of hard-core hip-hop, smoothed out cuts, and laid-back songs, versatility is one of Frost's strengths. "The thing that keeps my name in people's mouths is that I keep reinventing myself," Frost explains. "I don't just keep on making the same music. I wanted to make bilingual hip-hop a trend. I was the forefront of one step further while still kicking vivid rhymes about the code of the streets with authenticity."

Frost also says "As I see the KRS-Ones and the LL Cool J's still in it, I won't budge. A lot of people might say that I'm too old. But I don't think it's your age or how you rap. It's your rap skills that keep you in the game. As long as we make that knocking Chevy music, we're going to stay in this rap game."

Opening artists Scoop DeVille and Chedda Boy will inevitably gain from being on tour with the hip hop legend, in addition to their own successes. Scoop Deville, aka Platinum Child, has already produced tracks such as "Get It" for Linkin Park's album "Fort Minor" which was executive produced by Jay-Z, "Mamacita" for Baby Bash, and Frost's complete album entitled "Frost Angeles", all by the young age of 18. Furthermore, Chedda Boy, has appeared in the 2005 August edition of the Source Magazine for one of the hottest mixtapes in the street, and was featured in Explosive magazine as one of the premier New York artists on the rise.

Goldmark expects the tour to be a hit for the artists and the Company itself.

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