

Latino Hip-Hop from Chino XL Raises the Bar in Rap

Written by Robert ID2904

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Entertainment/Bungalo Records, the record company of Sway and King Tech of the nationally known hip-hop "Wake Up Show"; are preparing to release their first official release.

Latino hip hop artist - rapper Chino XL sets the bar high for the new hip-hop venture having collaborated for this new album with fellow hip-hop and rap artists; Akin, Snoop Dog, Planet T.H., Camilionaire, Cool & Dre, Evidence of Dilated Peoples and Bun B.

Chino XL also has a new single "Don't Run From Me", produced by Cool and Dre, featuring west coast hip hop don Snoop Dog.

Chino XL, the East Coast bred hip-hop rapper, who grew up backstage with his uncle Bernie Worrell of Parliament/Funkadelic and hanging out with members of KISS. "I grew up on tour all over the country, till I was about 7", he says. Chino XL has finally stepped out on his own after years of traveling and performing alongside some of hip-hop's most celebrated artists, like Afrika Bambaataa, Wu-Tang Clan, Faith Hill, Alanis Morissette and Jermaine Dupri and Ice-T.

For over a decade music magazines and websites have noted the rapper as one of west coast's elite. His music video ("Kreep") was one of only four rap videos supported by MTV during the mid 1990's (the other videos were by Biggie, Nas, and Lauryn Hill). With Fat Joe keeping Latin hip-hop alive and with the recent emergence of successful Latin hip hop artist including Lil' Rob, Daddy Yankee and Pitbull, despite industry politics, personal and professional setbacks, Chino XL the rapper dubbed the Puerto Rican Superhero is back to reclaim his rightful position as one of the most talented lyricist ever to do battle.

Chino continues to gain the respect and love of his fans and industry colleagues. With his newest and his most anticipated project ever in the making, Chino plans to live up to the expectations placed upon him locally and abroad. Chino XL was originally discovered by Def-Jam's co-founder, Rick Rubin, Chino represents the authentic hip-hop culture. Chino was a member of, The Art Of Origin which, became the first new rap group on a Rubin-run label since Public Enemy. CHINO XL's solo album "Here To Save You All" was released to critical acclaim

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and reached impressive sales. His follow up album was to be released by Warner Bros. Records, but after an executive shift, the label was not in a position to adequately promote an urban artist. In 2001, "I Told You So" was released independently. As a veteran in the field, (with over 10 years in the game), for years it's been argued that Eminem won fame for a style that Chino XL created. Chino 's consistency as a masterful lyricist has garnered him legendary status as one of the best in metaphorical deliveries hands down. Many of his lyrics have been placed in the "Source Magazine Hip-Hop Quotable," and featured frequently on Sway and Tech's "The Wake Up Show. CHINO XL has appeared in various major music publications. He has been honored with a Soul Train Video of the Year Award nomination, had a Billboard #3 Record of the Year, a Billboard #84 Album and #17 Single. He has won the admiration of Hip Hop legends and fans around the world and is recognized in (Quincy Jones") VIBE Magazine's "History of Hip Hop". Chino has also hosted shows on MTV and BET.

Having reached a pinnacle in his career as a talented emcee and lyricist, CHINO XL sought out a new challenge and found it in front of the camera. His first film appearance was in 2001, in the role of a hired assassin (with Ice-T, Ja-Rule and Snoop Dogg) in the U.S. government scrutinized "Crime Partners 2000". Now with several more credits on his acting resume, including 2003 Sundance Film Festival entry "The Beat", CHINO XL is poised step into the limelight as one of the new breed of multi-ethnic actors. He last starred opposite Luke Wilson in Rob Reiner's "Alex & Emma" (Warner Bros. Pictures) Chino's stage presence and undisputable good looks accompanied by his unsurpassed rhyming skills, keeps people asking for more!

CHECK OUT "DON" T RUN FROM ME" ON MYSPACE NOW www.myspace.com/chinoxl