

## West Coast Hip Hop from Westside Bugg The Roach Motel 123

Written by Robert ID3110

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West coast hip hop rapper Westside Bugg, aka Deon Holly, has a stellar hip hop line-up on his forthcoming Native Records/Fontana Distribution CD, 'The Roach Motel', which is set for release January 23, 2007.

The father of three, whose story of his community service involvement as a football/basketball/baseball coach to disadvantaged youth in his hometown, San Bernardino, CA, was the subject of a recent profile in the San Bernardino Sun Times, plans to tackle hip hop music head-on and score points and homeruns on his autobiographical release.

Westside Bugg, a Yarbough Entertainment/Native Records artist has been seen living it up at various places and events like hip hop artist Lil' Wayne's private B-Day party recently held in Hollywood, taking it to the stage at The Orange Concert in the Los Angeles area with hip hop and rap legends Too Short and E-40 and various other entertainment related functions.

In his work with area youths, he attempts to steer them in a more positive direction and keep their minds off of the hazards that have taken the lives of many of their peers. He's also formed a sports league with the help of the Rudy C. Hernandez Community Center, called Team Holla.

During the interview for the San Bernardino Sun Times profile, Danny Thompson, recreation leader at the Hernandez Center states, "Yeah Deon aka Westside Bugg has got a hardcore image to live up to. But through all the talk, he has a soft side to him, "That's why he's always out here with the kids. He's done so much for them. He bought them the uniforms and he takes them to the tournaments. If it's one thing I admire about him, it's that he takes the time out for them. He gives them the time of day. Even though he spends most of his time recording and working on his album that is set to come out in January, he still finds the time to coach Team Holla and his son's flag football team."

The Roach Motel is a labor of love for Bugg, who previously had been known as a producer whose studio was used by many familiar names and faces on the West Coast. "One by one, all of these artists started releasing product, but I still didn't have anything out. I was encouraged by my friends who are in the business to go ahead and release product. I told them I'm putting a record out and they said, 'what?' So they said they would support me.

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“Unlike other artists who release albums, I actually have guest appearances from people I deal with on a regular basis. In the past, all of these artists used my studio, but it wasn’t just a business relationship, these guys are my friends.”

Among the hip hop and rap artists who contribute as guests at The Roach Motel are G-Unit’s 40 Glocc, Dirty Birdy, Jayo Felony, and the rest of the highly anticipated CD includes guest appearances by Lazy Bone, Kurupt, Sly Boogy, Spice 1, Bad Azz, Suga Free, and Ras Kass.

Westside Bugg, who initially wanted to become an English teacher, has a unique way of painting a portrait of San Bernardino, an area in California little known for its musical influences. Bugg weaves an enchanting portrait, causing listeners to fall under his musical spell. Check in at The Roach Motel, beginning January 23, 2007.

Advance reservations are suggested. Click onto [www.myspace.com/westsidebugg](http://www.myspace.com/westsidebugg) and [www.nativerecords.com](http://www.nativerecords.com)