

## Hip Hop Exec Steve Rifkind to Receive Honor Dec 7th

Written by Robert ID3152

Tuesday, 05 December 2006 07:37 -

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Renowned hip-hop pioneer Steve Rifkind, founder of the groundbreaking Loud and SRC labels and creator of the influential Street Team street marketing concept, will receive a Mixtape Top Executive and Lifetime Achievement Award at the 10th Annual Justo Mixtape Awards, being held Dec. 7<sup>th</sup> at the world-famous Apollo Theatre in Harlem.

"I am honored to receive this award because it comes from people who have been my peers in the hip-hop business from the very beginning," said Rifkind. "For that reason, it means a great deal to me."

Rifkind originally founded Loud Records, home for such groundbreaking hip hop and rap acts as Wu Tang Clan, Raekwon, Big Pun and Xzibit. He launched the influential Street Team concept in the early '90s, the original guerilla marketing initiative which has become standard in launching not only music, but movies, video games, sneakers, clothing lines and soft drinks in the urban community. More recently, Rifkind's SRC label, with distribution through Universal Motown, has recently released Akon's sophomore album, which debuted #2 on the Billboard Hot 200 last month on the strength of two hit singles, including "Smack That," featuring Eminem and "I Wanna Love You," with Snoop Dogg, both of which he performed on the recent national telecast of the American Music Awards.

A brainchild of veteran industry marketing and promotion exec Justo Faison, the ceremony, to be hosted by renowned hip-hop DJ Red Alert, honors DJs and other prominent figures in the industry for breaking new records and artists and creating effective promotional branding tools. Awards will be handed out for Best International DJ, Best Reggaeton Mixtape DJ, Best Reggae Mixtape DJ and Best Mashup. Trailblazing DJs Kid Capri and Brucie B will spin during the event, with artist nominees including The Game, Chamillionaire, Jeezy, Young Buck and Papoose as well as DJs Green Lantern, Clinton Sparks, Camilio and Drama.