

Afeni Shakur Announces Partnership for Hip Hop Icons Music

Written by Robert ID3660

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"I believe that after 10 years I have done as much as I can on my own to further the creative aspect of Tupac's (2Pac) music. I'm looking forward to working with EverGreen's publishing and creative marketing teams to reach a more global market and to expand the opportunities for my son's music," said Afeni Shakur as she announced a partnership with David Schulhof, co-CEO of EverGreen Copyrights (EverGreen). The partnership is designed to develop new opportunities for the late hip hop icons songs, including future releases of Tupac (2Pac) albums that have never been heard.

"Tupac was one of the most prolific songwriters that ever lived. He had a tremendous impact both as a songwriter and social activist, and left behind a body of work that will forever attract generations of fans. We are honored to be working with Afeni Shakur and helping to realize the full potential of this catalog," said Schulhof, whose company also publishes and promotes songs written or recorded by hip hop rap artist MC Hammer ("You Can't Touch This"), Teddy Riley ("My Prerogative"), Michael Jackson ("Remember The Time"), Joe Cocker ("You Are So Beautiful"), Todd Rundgren ("Hello It's Me"), Nick Drake ("Pink Moon"), Bill Monroe ("Blue Moon of Kentucky"), and Eric Clapton ("Cocaine").

As the first hip hop rap artist to ever have a No.1 on the Billboard Top 200 Albums Chart and the highest selling rap/hip-hop artist of all time, Tupac (2Pac) has sold more than 67 million copies worldwide, with 38 million units sold in the U.S. alone. Record sales of Tupac's (2Pac) posthumous albums have exceeded 20 million units. Tupac (2Pac) has garnered 11 platinum albums and 1 gold album. Eight posthumous albums containing previously unreleased material have all been certified platinum with sales of more than a million copies each.

Rolling Stone ranked Tupac Shakur at No. 6 on their list of 100 Immortal Artists of All Time. VH1 named Tupac as No. 3 in their 50 Greatest Hip Hop Artists series.

Some of the projects that are currently in development to immortalize the legendary hip hop icon are a forthcoming remix album made up of recordings from two of his biggest selling albums, 'All Eyez On Me' and 'Makaveli', a script written by Tupac (2Pac) while serving time in prison called "Live 2 Tell", a feature film biopic, a Tupac (2Pac) based Broadway musical with the Mosaic Media Group, a video game which will also coincide with a "Best of 2Pac" CD, and several forthcoming posthumous albums, some of which shall contain music created by Tupac (2Pac) in its original form in addition to previously unreleased music. Additionally, in 2008 Becker & Mayer is publishing the book Tupac Remembered, an intimate portrayal featuring interviews of political leaders, actors, rap artists and others who had a personal connection to him.

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In 1997 Ms. Shakur founded the Tupac Amaru Shakur Foundation (TASF) that provides training and support for students who aspire to enhance their creative talents. The Foundation supports the Tupac Amaru Shakur Center for the Arts, which provides programs in drama, dance, music and creative writing as well as community outreach programs focusing on such issues as education and conflict resolution. The organization also runs a Performing Arts Day Camp for youth ages twelve to eighteen.

Please visit the only 'Official' Tupac (2Pac) sites on the web at

www.TASF.com OR www.2Paclegacy.com