

Hip Hop Recognizes and Celebrates Its 'Ride or Die Chicks

Written by Robert ID4225

Monday, 24 March 2008 18:14 -

Tru Systa Books has liberated its breakthrough publication in time for Women's History Month. Hip Hop Holla-Backs: Systahood Edition (H3B), the first entertainment hip hop word game book designed to promote a greater interest in reading amongst urban youth and young adults. H3B, a 5x7in. soft cover flip book is based around hip hop trivia, history, culture and music. Hip Hop Holla-Backs: Systahood Edition pays homage to female hip hop legends, icons and starlets. Crossword puzzles and word searches recognize rappers like Sha Rock, Pebblee Poo, Roxanne Shante, Missy Elliot, Queen Latifah, Eve, Yo-Yo, Lil' Kim and Foxy Brown. There are writing drills that help to build creative writing skills and song/poem writing talents. H3B also features graffiti artwork by Jerry Gant that inspires female empowerment.

"Women helped mold the style, attitude and swagger in hip hop from its early days...fighting for a chance to rock the mic, break on the cardboard, grab the graffiti can or get on the turntables..." Vin Rock of Naughty By Nature, who contributes the book's foreword and gives big props to women in the game.

Tru Systa Books, LLC. (TSB) is an imprint of Tru Systa Entertainment & Publishing House, Inc. (TSEPH), a multi-media entertainment company. Tru Systa Books is a privately held woman-owned business located in the State of New Jersey. The company focuses on the commercial trade business of publishing and marketing books and other creative works. The East Orange based company specializes in game/activity books, novels, reference books, autobiographies and audio books based on Urban, Hip Hop and Street Culture themes.

Zelda G. Everson, the author of Hip Hop Holla-Backs: Systahood Edition, was the emcee half of the emcee/deejay duo, Systahood, with her best friend, DJ Twista in the mid-90s. Zelda, then known as Kandi Kain, grew up in East Orange, NJ and toured with Apache during his underground success with "Gangsta B*#h", a track produced by Q-Tip of A Tribe Called Quest. She was also featured on two Naughty By Nature albums on songs entitled "Connections" and "The Shivers". In the late 90's, after being featured in The Source Magazine's Unsigned Hype and the Vibe's Notes from the Underground/Subterranean Sounds columns, Systahood independently released their self produced single and video "M.O. Money" b/w "Keep It In The Family" on True Records.

Today, Zelda serves as the Executive Director for SYSTAs 4 SYSTAs, Inc., a non-profit organization dedicated to empowering females, between the ages of 11-21 years old, to take control of their destiny. She also facilitates workshops on Street Culture and Hip Hop Culture for The Survival Course and Me First, a series of workshops targeting at-risk youth.

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"It's a crusade to persuade youth and adults to read more, buy books and visit libraries. We must use reading and books as tools and weapons against ignorance and poverty!" advocates Zelda.

Sponsors are being sought to support a multi-city tour presenting Read To The Rhythm Literacy Movement to schools and correctional facilities. Hip Hop Holla-Backs: Systahood Edition is currently available at Amazon.com and through the company's website, www.trusystabooks.com