

Hip Hop Icon Returns to Gangsta Rap

Written by Robert ID2953

Monday, 21 August 2006 22:54 -

West coast hip hop icon Snoop Dogg is set to release his eighth solo LP, "Tha Blue Carpet Treatment," this November through Doggystyle/Geffen Records. "Tha Blue Carpet Treatment" is one of the most highly anticipated new albums of the year and will continue to solidify this hip hop icon as one of the most influential musical entertainers of today.

Throughout each record on the forthcoming release, Snoop takes it back to the basics; back to the "hood. The album showcases the original gangsta rap sound that made this Long Beach rapper an instant household name when he made his debut in 1992 on Dr. Dre's hit song "Deep Cover" and the classic Death Row Records album "The Chronic."

After releasing a string of hit records on his last effort that carried a more commercial meaningless sound, such as the #1 mega-hit "Drop It Like It's Hot" featuring Pharrell, the rapper decided this time around to bring back Snoop Dogg, the O.G., for his fans.

Producers who collaborated on "Tha Blue Carpet Treatment" include hip hop and rap hit makers Dr. Dre, Timbaland, Rick Rock, Pharrell, among others; along with guest appearances by hip hop and rap artists such as Ice Cube, The Game, and other artists like Brandy, R. Kelly and super icon Stevie Wonder.

The premiere single, produced by Pharrell, titled "Vato," featuring B Real from Cypress Hill is a gritty street record that tells an everyday story from the rough LA streets that only the Dogg himself can tell. The video for the single, which was directed by Phillip Atwell, plays like a short cinematic film with an important underlying message: the need for black and brown unity, especially in the wake of violence in recent months in Los Angeles. With Snoop starring as an O.G. and B Real as a Latino gang member, the video also boasts guest appearances by rap veteran Kid Frost and Oscar nominated actor Edward James Olmos to bring attention to an unfortunate, but real issue that continues to plague communities today. Through this groundbreaking video, Snoop is looking to leverage his street credibility and knowledge to launch a much needed push for unity.

"It's about time we start to fight for each other rather than fighting against each other. I have homies from all cultural backgrounds and love all of my brothers, black and brown. There is nothing that can stop us from creating a better future for ourselves, for our families and generations to come if we all came together," says Snoop Dogg.

Hip Hop Icon Returns to Gangsta Rap

Written by Robert ID2953

Monday, 21 August 2006 22:54 -

This is not the superstar's first attempt to bring forth social awareness to important issues. Last year, he held a peace summit dubbed "Protect the West" to end all feuds between rap artists from the West Coast. Snoop also participated in rallies to save Stanley "Tookie" Williams, an ex-gang member on death row who spearheaded the truce between the "Bloods" and "Crips."

The highly anticipated world premiere of "Vato" will make its video debut on August 30th on "BET's Access Granted."

Listen to Vato [HERE](#)