

## The Father of Hip-Hop DJ Kool Herc Brings 'MAGIC

Written by Robert ID2342

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“The Father of Hip-Hop” DJ Kool Herc, recognized for laying the foundation of the hip-hop culture at the Sedgwick Avenue & Cedar Park intersection in New York City’s Bronx Borough in 1973, has selected Foot Klan Entertainment featuring “Mr. and Miss Soul Train” Darryl Khalid and Luciana Bell to represent his clothing company Sedgwick & Cedar as well as the Pioneers of Hip Hop at events across the country and the world, starting with the MAGIC International Fashion Show, Feb. 21-24, 2006.

The group will be at the Sedgwick & Cedar MAGIC booth (ST # 30618) at the Las Vegas Convention Center, where more than 100,000 attendees from around the world come to see and buy what's new in fashion. Sedgwick & Cedar, The Heritage Brand of Hip Hop, will be launching limited edition Retro T-shirts that combine powerful imagery of the early raw environment where Hip Hop was born, combined with rare images of the Pioneers who paved the way. They will also launch high-end Vintage Track Jackets, Leather Jackets, Varsity Wool Melton Jackets and Retro Hoodys. In addition to the backing of the Founding Pioneers, Sedgwick & Cedar has the exclusive world-wide clothing and footwear rights to Universal Zulu Nation and Wild Style.

“To us, Kool Herc, Afrika Bambaataa and the Zulu Nation represent true Hip Hop, by bringing awareness to what we define as ‘Higher Inner Peace Helping Other People,” Foot Klan founder, Khalid, said. “Foot Klan is honored to join with Kool Herc, the Pioneers, and Sedgwick & Cedar, with whom we share the same belief that Hip Hop really is ‘come as you are.’”

Ray Riccio, Founder and CEO of Sedgwick & Cedar, adds, “Our alliance with Foot Klan demonstrates that we are committed to paying respect to the entire Hip Hop culture representing not only the early DJ’s, MC’s and Graffiti Writers but B-boys and B-girls around the world. DJ Kool Herc actually coined the term B-boy back in 1973. It was important that his

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clothing company show that he respected the B-boys back then, and he and Sedgwick & Cedar continue to have respect for the movement today and always.”

For more information about Sedgwick & Cedar, visit [www.sedgwickandcedar.com](http://www.sedgwickandcedar.com) .

Foot Klan has been entertaining audiences worldwide for more than 15 years, with members dancing weekly on national television and at concerts, special events, sports venues, trade shows and more. This full-service, international award-winning group includes professional dancers, choreographers, champion martial artists and fitness trainers, college professors, videogame rendering artists, DJ's, actors, models, rappers and singing artists. Foot Klan's Khalid and Bell have studied and perform all the original styles of Hip Hop dance including “popping,” “locking,” “break dancing” and “House.”

visit [www.footklan.com](http://www.footklan.com) .