

Get Your 'Game' On

Written by Westside ID920

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The New Era Cap Company, Inc., premier, global headwear designer, developer and manufacturer, announced that it will launch a Capture the Flag 59FIFTY tomorrow, Thursday, February 24 designed by hip-hop rap artist The Game.

Representing G-Unit Records, rapper The Game, a protégé of super hip-hop producer Dr. Dre, is touted as the next coming of 80s rap group NWA. While The Game is full of complexity, presenting a tough exterior and delivering lyrics with poignant messages, his New Era 59FIFTY is juxtapose -- it is simply stated. The Game's cap is made with a black wool base, red wool visor, black faux suede under-visor and a red button. Front embroidery features red, white and black highlights calling out a raised "B" and messaging "The Black Wall Street; Live for Everything, Die for Nothing." Rear embroidery represents The Game's Black Wall Street logo. Other features include a red satin lining and a hidden internal pocket embroidered with "The Game" in black.

"I remember back in the early 90s when wearing fitteds started getting popular, so all these years later to design my own with New Era is crazy," said The Game. "My New Era fitted represents a movement, one that was killed out in the 1920s, The Black Wall Street, but I am at the forefront of it in 2005, a movement not only in hip hop and not only in my community, but all over -- its my turn."

The Game design will be exclusively available at: Genesis and Classic Kicks (New York); Huf (San Francisco); Undeafed (Los Angeles); Urban Corner (Lynwood, CA) Dipt/Urban Hook Ups and Live Stock (Vancouver) and in Tokyo, Japan. New Era will sell The Game 59FIFTY fitteds at <http://www.neweracap.com> beginning 12:00 a.m. tomorrow, Thursday the 24th. A portion of the proceeds will go to The United Negro College Fund.

New Era will launch its next Capture the Flag, limited edition, celebrity designed 59FIFTY on Thursday, April 28. April's cap is designed by NBA Star Chris Webber of the Sacramento Kings.

New Era's Capture the Flag series of headwear, designed by select Celebrities, was launched in 2004 in celebration the New Era 59FIFTY's 50th anniversary. New Era designs for the Capture the Flag, limited edition guest designer series, launch the last Thursday of select months throughout the year. A Portion of the proceeds for each Capture the Flag design will go to the charity of the guest designer's choice. The Capture the Flag series highlights New Era's

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ability to produce highly customized headwear that is driven by and made for the most unique individuals in the world. Capture the Flag's 2004 alumni include: Filmmaker Spike Lee, MLB Pitcher Roger Clemens, Hip-Hop Rap Artist Fabolous, MTV VJ La La, NFL Player Kyle Turley, NBA Hall of Famer George "Iceman" Gervin, and Skate Boarder Stevie Williams.