The Source Magazine; rap and hip-hop's major information source, has joined forces with Club Bling/Chills of Tampa, Florida to present the column based Ear To The Streets Showcase Series. The showcase will be presented each month beginning November 2004. Participants will compete for an invitation to participate in the Ear To The Streets Showcase by participating in Source Magazine Night performances, which will be held, each Saturday night at Club Bling/Chills, as well as an opportunity to have their music reviewed for the Ear to the Streets compilation CD to be released in 2005. The Source Magazine is the Urban Market's premier media outlet for established and breaking artists as well as the Hip Hop political movement and celebrated their 150th issue with a collector's edition covering the Greatest MC, Albums and Moments.

Under the direction of The Source's newly promoted Director of Regional Markets and Events, James "Hawk" Hawkins, Ear to the Streets showcases seek to give recognition to independents who have national act qualities and performance abilities. It's not just the beat but about the overall artist package, is the message for these events. Those artists who have a strong local buzz and audience of course will have the best chance at selection, but projects seen to be on the cusp, i.e. just needing a little push, will also be seriously considered.

Club Bling/Chills is a 1,300 person capacity multi-level venue located in the heart of the historic party district of Tampa called Ybor City. This section of Tampa is equivalent to Bourbon Street and Beal Street and draws partygoers from all over the world…they say you haven't seen a Southern Style party until you have made the trip either to South Beach (Miami) or Ybor City (Tampa). With cultural diversity being the highlight of Florida's party atmosphere, Club Chills/Bling and The Source aim to provide an outlet that continuously shines greater light on the varied roots and influences of the world community of Hip Hop.