

Watts Records Raps on Violence with Hip-Hop CD

Written by Robert ID2220

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Watts Records is a new independent record label that is positioned to take advantage of the opportunities for growth in the music industry. Watts Records, founded in 2003, operates out of executive offices and recording facilities in Watts, California and is exploiting the rapidly increasing demand for authentic rap, hip-hop and R&B music.

Watts Records has assembled a line up of exceptionally talented artists, writers, arrangers, producers and engineers to create fresh and commercially viable music recordings. Creative marketing and promotion strategies are being utilized to achieve sales goals including: grassroots, radio, cable, retail, merchandising and on-line promotion.

Independent record labels have historically been trendsetters in the music industry and they have enjoyed remarkable success over the years. Independents contribute to the growth of the music industry by being more flexible and responsive to public taste, allowing for innovation in the types of acts released and how these acts were promoted. Many of the most successful new artists in every conceivable music genre have come to the public's attention via small independent labels such as: Def Jam, Interscope, Bad Boy, No Limit, Death Row Records, etc.

Watts Records has formed a powerful strategic alliance with Diverse Entertainment, an entertainment company that has already had a major impact in the music recording industry. The company has provided advice and direction to numerous music industry clients that have benefited from their results oriented track record in artist relations, music production, concert and festival promotion and production, retail marketing and merchandising, video production and media relations. Diverse has helped launch the careers of numerous platinum and gold selling recording artists.

Watts Records, LLC has announced the release of Peace Warriors, a new CD featuring Watts Hip Hop and R&B artists performing songs that inspire listeners to support an end to gang warfare and other senseless violence that plagues U.S. cities. Young talented rappers and singers from the Watts community raised in the midst of gang violence have joined with established performers to create music that speaks to real issues and takes Hip Hop back to the streets where it was originally formed. This music carries a message of peace that began with the signing of the historic Crips and Bloods Peace Treaty in Watts in 1992.

The CD features for the first time ever a live-band remake of "Express Yourself" featuring the

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legendary Charles Wright of the Watts 103rd Street Rhythm Band performing a new, socially conscious Hip Hop version of the 1970 hit. The original "Express Yourself," which made it to number 12 on the Billboard charts, has been introduced to today's generation through numerous advertising campaigns including Burger King, Gatorade and recently as the promotional theme song for the 2005 NBA All-Star Weekend. Wright's funk-infused vocals and the wicked flows of the various peace warrior rappers and vocalists make this new version the perfect song for young and old alike and establishes peace on the streets as the new way to "express yourself."

Former Death Row/OFTB rapper Flipside, who was raised in Watts, delivers a hard core rhyme with "Something Wicked," painting a vivid picture of the reality of gangs in Watts...it's where we took the American flag and tore it in half...made red and blue rags and let our pants sag...brainwashed to protect our community, bustin' at any nigga' that came through new to me. The first single from the CD "Tears in the Rain" reveals the self-reflecting, insightful thoughts of rapper Pipe the Snipe from Watts Jordan Downs Projects. The song is set to a haunting, melodic beat, offering ambience to a story of personal pain and redemption.

The satirical narrative on police abuse, "Mr. Officer," addresses the issue of racial profiling in a fun west coast laid-back style. The sensuous yet hard-edged ballad "Dark Side" tells the story of a woman struggling with the reality that the man she loves is still tied to the dangerous street life she fears will be his doom. While the album is full of message lyrics, the club rocking "Bank Roll" is a straight party cut that will have listeners bouncing in their cars and at the hottest nightspots.

"This music captures what it is to live and struggle in an urban war zone. These young peace warriors want to remind people that the greatest heroes are champions of peace not perpetrators of violence, that peace is not a refuge of the soft and weak but a noble ideal both positive and powerful," said Aqeela Sherrills, co-founder of Watts Records.

"The Peace Warriors album is about real people who grew up facing real life-threatening situations rapping about how gang violence is nothing to glorify and how rappers pretending to be gangsters does not truly represent the reality of the street," said Watts Records co-founder Douglas Roddy.

Peace Warriors is available in independent stores throughout Los Angeles and the west coast area and in Downtown Locker Room, a trend setting urban apparel and music retailer with 40

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stores in Washington, DC, Maryland, Virginia and Georgia. The CD is also available online at www.wattsrecords.com

Watts Records, LLC is a partnership between Community Self-Determination Institute, a Watts-based social profit organization and Diverse Entertainment, a music production and marketing firm. The record label was founded in 2003 with the financial support of 154 Entertainment.

Hear samples and buy the CD [HERE](#) .