

'Sucker Free Week' Celebrates Hip-Hop on MTV

Written by Robert ID2483

Monday, 03 April 2006 06:03 -

The biggest names in hip-hop, rap, Latin, Reggatone and R&B will celebrate MTV: Music Televisions "Sucker Free Week on Direct Effect"

Beginning Monday, April 10th at 7pm ET/PT through Friday April 14th. "Sucker Free Week" will present a full line-up of appearances, video premieres and more each night during the week.

Catch Direct Effect all week as it goes one on one with a few of your favorite rappers and brings you exclusive interviews. Hip-hop and rap artists set to appear include Ludacris, T.I., LL Cool J, Nas, 50 Cent, DMX, Young Jeezy, Keyshia Cole, Christina Milian, Mobb Deep, Nick Cannon, Rick Ross, Olivia and more.

During the week, Direct Effect will also premiere new hip-hop and rap and R&B videos from DMX -- "We In Here", Rick Ross -- "Hustlin", "Too Short -- "Blow The Whistle," 50 Cent Featuring Olivia -- "Best Friends," DJ Khaled -- "Holla At Me," Mariah Carey Featuring Snoop Dogg & Pharrell -- "Say Somethin," Mary J Blige -- "Enough Cryin," Kelis -- "Bossy," Chris Brown Featuring Lil Wayne -- "Gimme That," Field Mob Featuring Ciara -- "So What" and more.

MTV2 celebrates "Sucker Free Week" with daily Unleashed videos featuring a different celebrity host each day with LL Cool J, T.I., Kelis, Mary J Blige and Ying Yang Twins. Special editions of "Makes The Video featuring DJ Khaled and E40, a special "My Block: Puerto Rico" hosted by Latino hip-hop rapper Daddy Yankee and a new episode of "Rhythm and Reggaeton" will also be featured. In addition catch daily video premieres by: Too Short featuring E-40, DJ Khaled featuring Lil Wayne, Paul Wall, Fat Joe, Pitbull, Rick Ross, Kelis featuring Too Short, Mary J Blige featuring 50 Cent and Lupe Fiasco. MTV2 will also premiere original programming blocks of "What's Up LL" with Ne Yo, E40 and Ghostface, "What You Know" hosted by T.I., "Boss Rhymes" hosted by Kelis and "Mary J & Co" hosted by Mary J Blige and more.

MTV.com and MTV Overdrive the network's broadband video channel kicks off "Sucker Free Week" by featuring LL Cool J's new album on MTV.com's "The Leak" starting Tuesday, April 4th before Sucker Free week and leading into that week. MTV.com's Videogames will program a Sucker Free-themed games show in Overdrive, featuring segments on EA Games' The Godfather, the Hip-Hop Gaming League, Marc Ecko's Getting Up game, and more. MTV.com's Style will feature fashion picks from T.I., Black Eyed Peas and Kelis; Style will also run an exclusive segment on The Shop featuring the boys talking fashion and style. MTV Overdrive will

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also offer sneak peeks of the full performances from both Life & Rhymes shows a full week before they air on TV plus bonus performances immediately after the shows" air. Overdrive will also debut a new episode of its original biography series, A.D.D. Bio on Oscar winners 3-6 Mafia as well as over a dozen music-video-based shows, new and exclusive hip-hop videos premiering that week as well as hot hip-hop videos from our archives.

MTV2.com keeps "Sucker Free Week" hopping with daily Unleashed, "Makes A Video," exclusive content from "My Block," content and segments from special editions of daily "Sucker Free Week" and Sunday's Sucker Free and more.

MTV News will also presents a multiplatform feature: "The Greatest Hip-Hop MC's of All Time" in news segments on-air, on Direct Effect, MTV Overdrive and MTV.com. In this special MTV News profiles the ten best MC's ever to wield a microphone, as voted by MTV's hip-hop brain trust including MTV News correspondent Sway and MTV News Hip-hop editor Shaheem Reid. MC's 10 through 5 will be revealed Monday April 10th with a countdown during the week to proclaim the greatest MC of all time on Friday, April 14th during Direct Effect.

Wireless will feature edited-for-mobile video excerpts from The Life and Rhymes of LL Cool J and The Life and Rhymes of Mary J Blige specials that will also promote the on-air premieres of the full-length programs on MTV. Mobile video viewers will also be able to view a collection of short-form videos, Sucker Free-themed MTV2 Shirts. MTV.com will play host to a Sucker Free ringtone storefront featuring top-selling tones from a variety of Sucker Free artists.

They are also keeping it fresh with special themed shows everyday including new installments of "The Life & Rhymes" featuring Mary J Blige and LL Cool J. Check out programming schedule for MTV and MTV2.

For the complete MTV's "Sucker Free Week" line-up visit Web site: <http://www.mtv.com>