

Hip Hop Marvel Missy Elliott Still an Innovator

Written by Robert ID4163

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Not many artists in hip hop bring fresh and innovative music on a constant basis. Very few have a following that respect and love an artist so much that everything they do is widely accepted and anticipated because of that need to know what they have come up with this time, and Five-time Grammy Award winner, hip hop innovator Missy Elliott is one of those elite hip hop artists.

Everything the lady comes with is always fresh and groundbreaking, and her new album, due out in the late Spring of '08 will no doubt fit that bill. Fans have already gotten a sneak peek of what this hip hop marvel (Missy Elliott) has been up to with "Ching-A-Ling," a new song which, along with Elliott's "Shake Your Pom Pom," will appear on both the "STEP UP 2 THE STREETS – ORIGINAL MOTION PICTURE SOUNDTRACK" (due out today, February 5th) as well as on Elliott's forthcoming 7th studio album (due out Spring '08).

The radio response to "Ching-A-Ling" has been instantaneous and reactionary among the hip hop community, and the song, which just received a 4-star review in Rolling Stone magazine, has garnered over 15 million in audience after just a few short weeks of airplay.

Also, Missy Elliott has teamed up with longtime visual collaborator Dave Meyers and the Walt Disney Company's Touchstone Pictures to make history by creating the first ever 3D music video for "Ching-A-Ling."

Missy made live appearances on both MTV's TRL and BET's 106th & Park to premiere the video. The glasses needed to view the 3D effects are available via FYE stores nationwide, at select adidas stores, and via radio giveaways in various cities hosting STEP UP 2 movie screenings.

And to top all this off Missy Elliott is giving hip hop fans the opportunity to name her new album, due out on Goldmind/Atlantic late Spring 2008. Fans can enter immediately via Missy's website, www.missy-elliott.com. The contest closes on February 20th and the winner will be announced on March 2nd. The winner will receive credit on Missy's new album and a \$500 "Respect Me" adidas gift card.

Please visit www.missy-elliott.com or www.myspace.com/missyelliott for more info.

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