

## Rap Legend Hip-Hop Icon Ice Cube Back Again

Written by Robert ID2324

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"What is a record company going to do for me that I can't do for myself? Nothing," words spoke by legendary west coast gangsta rapper Ice Cube on his upcoming album to be released independently on Cube's own label Lench Mob Records. "Laugh Now, Cry Later" is to hit streets June 6<sup>th</sup>.

West coast Multi-Platinum, Gangsta Rap Legend, West Coast Hip-Hop and Rap Icon Ice Cube makes his highly anticipated return to the mic with the debut of his seventh solo LP, titled "Laugh Now, Cry Later." Following the release of his greatest hits collection in 2001, the West Coast's Greatest Rap Lyrist is back again, bringing forth his best musical work to date.

Boasting production from top level producers like Scott Storch, Swizz Beatz and Lil' Jon, and featuring guest hip-hop and rap artists Snoop Dogg and WC, Ice Cube looks to settle back into his position as Rap's Heavy Weight Champion, showcasing his creative and lyrical genius throughout 18 solid tracks.

With the streets already talking about the buzz single & video "Chrome & Paint," which blends low-riders and the West Coast lifestyle, the album's first official single will be Scott Storch produced "Why We Thugs," which delves into social commentary about weapons, narcotics, politics and the ghettos of America over a heavy baseline. Always a true MC at heart, Ice Cube has spent this past year away from the big screen to create a well thought out and complete album which mixes rider music, club bangers and soon to be classics through his unique talent of cinematic storytelling.

Regarded as one of the Most Important figures in rap history, Ice Cube began his career with the Notorious West Coast Gangsta Rap Group N.W.A a little over 15 years ago. At the height of the group's success, Ice Cube broke away to start his own solo career. His initial release, "Amerikkka's Most Wanted" (Priority, 1990) sold over a million copies. His sophomore solo effort, "Death Certificate" (Priority, 1991), a concept album about the fall and rise of the black man, debuted at #1 on the R&B Album chart, #2 on the Top 200 album chart and went on to sell over two million copies. His impressive musical career also includes the multi-platinum success of both his double album "War and Peace," and hit albums "Lethal Injection," "Bootlegs & B-Sides," and "The Predator." Ice Cube has sold over ten million albums to date.

Watch for Ice Cube's "Laugh Now, Cry Later" to hit streets June 6<sup>th</sup> from Lench Mob Records.

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