

## Afro Hip-Hop

Written by Robert ID1551

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Following MTV Africa's recent launch and live concert broadcast featuring down south rap artist Ludacris and artist KORA award winning Nigerian rappers JJC & 419 Squad, UK-based, Nigerian entertainment company R70 World will kick off its first US Afro Hip Hop Intro Summer Jam 2005, starring JJC and other top Nigerian performers on July 1st.

US-based celebrity Hip Hop and rap artists including Jurassic 5, and Xtacy have been added to the roster to lend their support and celebrate the merging of the two musical styles at The Loft at Earth Link Live at 379 W. Peachtree St. in Atlanta at 9pm.

From the streets of Lagos, via London to Atlanta comes the extraordinary music genre, Afro Hip Hop, which combines the rich characteristics of Afro Beat and Hip Hop.

The Afro Hip Hop Intro Summer Jam 2005 will celebrate African style Hip Hop in its most raw form and expose audiences to popular Nigerian rapper's unique approach to the familiar art form.

"Nigerian artists share similar struggles, speak of the same issues and relate to the same audiences as American rappers. Music is a universal language and Afro Hip Hop is a new dialect to connect our worlds," said Executive Producer Ayo Shonaiya of R70 World.

"Guests will be awed by performances from Nigeria's most acclaimed artists including; critically acclaimed recording artists JJC & 419 Squad who will perform their hit song "Kilonshele", eLDee of the legendary Trybesmen, rap artist AY from the UK and music from the #1 Nigerian DJ in the World, DJ Abass."

Afro Hip Hop Intro Summer Jam 2005 will be taped by the Intro Live with DJ Abass and Black Variety Show with celebrity host Ronke Apampa [UK/Africa], and filmed as part of a documentary to be broadcast on UK/European and African television stations.

Tickets [\$20/\$30] may be purchased at the Earth Link box office or [www.ticketalternative.com](http://www.ticketalternative.com).

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For more information please visit [www.R70.com](http://www.R70.com), [www.afrohiphop.com](http://www.afrohiphop.com)