

## Sway King Tech Take Hip-Hop Back 2 Basics

Written by Robert ID1396

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Sway and King Tech have been talent scouts for years. Their renowned radio syndicated Wake Up Show has showcased the best talents in hip hop such as rap artists Wu-Tang-Clan, Tupac Shakur (2Pac), Notorious B.I.G., Xzibit, KRS-ONE, Rakim, Goodie Mob, The Fugees, Outkast, Jay-Z, Big Pun, Nas, and Eminem.

They have had an eye for real talent since day one, and are now introducing the next legends of the hip hop world on their brand new Universal Distributed CD, Sway and King Tech Presents: Back 2 Basics in stores May 24th, 2005.

This is not a cd showcasing new talent; Yet, Sway and King Tech making a guarantee that these people have the lyrical capability of the past legends, and it is time for the world to hear. This album showcases people in the game with pure talent and lyrical genius, with conscious messages, they are taking it back to.

The intro of the album traces the era of hip-hop from 79 to 2005. "Is it the money, the fame, what happened to the pure joy of the crowd just screaming your name.

Why is respect given to the man rocking the platinum chain, diamonds in his ear, and just coped a brand new yacht, but not to the man who's words you heard on a local mix tape and said damn that's hot?" The chaos and confusion of the rap game today and paralleled it with the matrix, and said that's why Sway and Tech had to take it back to basics.

"The title Back 2 Basics is us going back to an era where the lyrics came first," King Tech explains. "I wanted to go get guys that are hungry, that still have the talent, that are upcoming or that are just on a veteran level as opposed to just going after platinum artists to just stack up the names. It wasn't about that for us. You can have Eminem who has his own fan base, but let's try to find the next Eminem, find the next talent that's coming up and try to break something with this one."

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Then, freestyle legend Juice spins an autobiographical tale about his storied hip-hop career on the moving "Ill Hip-Hop." "When Juice wrote this record, it was so sincere," says Sway, who is also an MTV News correspondent. "I thought that it was the most honest record that I've heard from the dude in a long time. Records like that, when it's

truly sincere, it is needed and we want people to hear it."

The same can be said for "Don't Think So," a thought-provoking cut from West Coast rap legend Kam. With a political edge and insight, the Watts rapper discusses everything from governmental transgressions to California's lack of support for its own artists.

This is definitely an album you do not want to miss out on. More information regarding the project can be found at [www.swayandkingtech.com](http://www.swayandkingtech.com) , and [www.wakeupshow.com](http://www.wakeupshow.com) .