

Hip Hop Entrepreneur Mathew Knowles' Kid's Rap Radio Series

Written by Robert ID3655

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Mathew Knowles' Music World Music will launch the next installment of their children's music series "Kid's Rap Radio, Volume 3" and the debut of "Kid's Rap, Latino." Each release will feature child-friendly lyrics and arrangements of popular rap and hip hop singles geared toward children ages 2 through 10. The Kid's Rap Radio series has received much praise from the media and hip hop community and has been featured on "The Today Show" and "Good Morning America" as part of Mathew Knowles' "Parental Approved" initiatives.

"Kid's Rap Radio, Volume 3" will release on October 2, 2007 and includes versions of top charting hits "Walk It Out" and "This Is Why I'm Hot." The Volume 3 release brings the return of Steve Wash, formerly of "The Wayne Brady Show" and "The Parkers." Steve featured on "Kid's Rap Volume 1 & 2."

"Kid's Rap, Latino" will debut in stores and online on August 7, 2007. The release includes all Spanish-rapped versions of "Kid's Rap Volume 1's" track listing! Hot titles include "Back Then," "Wait (The Whisper Song)," and "Go DJ."

"When we first came up with the concept of "Parental Approved" music and released "Kid's Rap Radio Vol. 1 & 2," the response was overwhelming from parents and children. In the wake of the current controversy, I realized more than ever how critical it is to have an option available for the children, so they can enjoy their favorite music in a positive way. Music World will continue to provide music that will send a positive message to our youth" -- Mathew Knowles (President & CEO, Music World Entertainment).

"My dad has always been concerned for young kids and the lyrical content in music," says Knowles' youngest daughter, Solange. "I became so excited when he came up with the idea of having my son, Juelz, as the spokesperson for Kid's Rap Radio. My son mimics the rap songs he hears on the radio and loves music. It concerned me to think that by his picking up on the words so easily; he may actually repeat words that are not appropriate for him to say."

"My nephew is so amazing when it comes to his natural impromptu rap performances," says proud aunt, Beyoncé. "He's still at that innocent age, where kids unintentionally mimic everything they hear. It's important that children not be exposed to things unsuitable for a young child. Adult music is for adults, and now Kid's Rap Radio is for the kids."

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Music World Entertainment (MWE) is one of the world's leading entertainment and music conglomerates dedicated to bringing quality entertainment to the world. MWE worldwide business includes record labels, artist and producer management, staff producers, artist development, Master catalog series, investment and property holdings, including offices in Houston, Los Angeles, New York and London. MWE is the brainchild of President and CEO Mathew Knowles, the powerhouse management behind the success of Grammy Award-winners Beyoncé and global phenomenon Destiny's Child, the most successful "girl group" in the history of pop music.

Music World is one of the most successful labels in the world with over 100 million records sold to date including releases by Destiny's Child, Beyoncé, Solange Knowles, Michelle Williams, Sunshine Anderson, the "Dreamgirls Music from the Motion Picture Soundtrack," "Roll Bounce Soundtrack" and the highly anticipated upcoming Music World Master Series releases which includes Chaka Kahn and The O'Jays. www.musicworldentertainment.com .