

## My Adidas Hip Hop Ain't Dead

Written by Keith ID4093

Friday, 14 December 2007 01:32 -

---

Mau Mau Enterprises, Monster Energy drink, Konvict Music, Roca Wear, Youngblood Timepieces and 8732 are just a few of the sponsors who have joined forces for My Adidas: Hip Hop Ain't Dead on Saturday, December 15th at Django's, 495 Peachtree St, in downtown Atlanta, GA. The party hosted by Interscope recording artists Rock City, and featuring Big Cat/Deepside Records hip hop / rap artist M.O.E. Betta and the smooth stylings of R&B crooner Jovan Dais, will donate proceeds from several ongoing raffles to the GA Sickle Cell Foundation. Legendary hip hop deejay Rasta Roots along with hip hop personality D.R.E.S. tha Beatnik will rock the party from 10 p.m. until 2 a.m. Guests are encouraged to wear 80's inspired clothing along with their freshest pair of Adidas.

This party means much more to M.O.E. BETTA than just an opportunity to dress up and perform, his four year old daughter Kyla Crawford has struggled with sickle cell from birth. "One out of every 500 African Americans struggle with sickle cell anemia. There is no cure for the disease and many times as Kyla's father I feel helpless, especially when she is going through a crisis. Being able to give back to this foundation to help kids like Kyla and others who deal with this disease is something I've always vowed to do," he says. In addition to performing with a live band, M.O.E. BETTA will also be getting footage from the party for his music video, See Me In Da Club.

Sickle Cell Foundation of GA to receive proceeds

The Sickle Cell Foundation of GA is the beneficiary, however Tago Adera from Mau Mau Enterprises plans on guests feeling as if they've walked into a time warp when they enter the party. "We're honored to have Rock City on this bill, the energy they bring a crowd is out of this world. We're featuring some of the hottest artists in Atlanta, we've got the energy, the smooth R&B and of course hip hop, but this is a true tribute to the 80's. We're giving away \$500 to the best-dressed 80's get-up and we have one of the hottest hip hop deejays in the country on the tables that night. The legendary DJ Rasta Root was a Tribe Called Quest's former deejay, party-goers are in for a real treat."

"We're excited to be a part of it," says Theron, 1/2 of the Rock City duo. "The 80's is a huge inspiration musically, that time period means a lot to hip hop." Rock City will host the event

## My Adidas Hip Hop Ain't Dead

Written by Keith ID4093

Friday, 14 December 2007 01:32 -

---

along with performing a few of their energy-driven hits.

In addition to the \$500 cash prize, there will be auctions for a tricked out pair of Adidas, a watch from Youngblood timepieces, VIP giftbags from 8732 and much more.

My Adidas: Hip Hop Ain't Dead is scheduled for Saturday, December 15 at D'Jangos located at 495 Peachtree St, Atlanta, GA. The red carpet will begin at 9:00 p.m. and will be hosted by M. Shawn Dowdell's Glama Girls along many other surprises. Sponsors for My Adidas: Hip Hop Ain't Dead include: Monster energy drink, Makin' It Magazine, The Artist Factory, Def Jam Recordings, E. Period, Interscope, Grassroots Marketing, Culture Shock, Konvict Music, Deepside Records, Big Cat Records, Anotha Dais Productions, Lisa Dowell (Femi Couture), Youth Entertainers Movement, Proving Grounds LLC, Glama Girls by M. Shawn Dowdell and Enchanted PR.

Check the video [HERE](#)

Website: <http://www.myspace.com/enchantedpr>