

Amaru's Statement

Written by Westside ID507

Saturday, 04 December 2004 08:44 -

Amaru Entertainment Inc.; the keepsake of the late icon rapper Tupac Shakur legacy and work, released a statement in November to the fans of the late rapper.

The statement was released because of bootlegging concerns surrounding the up coming release of Tupac's latest album 'Loyal to the Game' Dec.14th.

In the statement Amaru reminds us fans that " Bootlegging is something that Tupac had always had to deal with. Ever since the very first album, 2Pacalypse Now. There is actual footage of Tupac in New York City in the early 1990's removing all his tapes, (CDs didn't even exist at this point), from the table of a street merchant while explaining to the merchant that he was stealing from Tupac's pocket. Tupac goes on to explain that the merchant was taking money that did not belong to him for a product that Tupac put his HIS blood, sweat, and tears into!"

Most fans knew of this video clip and fully understand that bootlegging; in reality, is stealing

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from the estate of Tupac.

The interesting thing about this statement is that it was made at all. I mean it puts you in the mind of a 'Sunday Christian' who follows only parts of what the bible says instead of following the entire book. You can not pick and choose from a belief and just promote them while ignoring other things that were said and done by Tupac.

Yes Tupac did voice his opinion on bootlegging (and rightly so), but he also voiced other opinions that Amaru Entertainment are ignoring.

I am not talking about things that were said in a song track, because most likely that would be said in 'character'. But things Tupac did and said in interviews and during interaction with fans.

Tupac wore a lot of Karl Kani clothing. We can see many pictures of him in sweats and tee's all bearing the Karl Kani logo.

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Carl Williams – aka Karl Kani was a young designer from Brooklyn, New York looking for his niche in the clothing market. When Karl Kani met Tupac he told him he appreciated him wearing his clothing line and said that he would give Tupac cloths to wear since he was reppin for him. Tupac said that he was a black business man and he wanted to support his efforts so he would pay for all his cloths.

Now this is unlike the Makaveli Branded line of today that expects web sites to give free advertising because they have a Tupac ‘relation’ and ‘you are supporting his legacy’ and how could you charge the estate of a dead man if you have respect for him. And more or less tell you that you do not support Tupac’s legacy if you don’t go along with their program.

Then there is the up coming album itself. Tupac said in an interview ‘if it west coast it ain’t Tupac, and that’s on my momma’. So why all the east coast dudes on this album? And why the ‘twisting’ of Tupac’s words to make it appear that he says thing’s he did not say? An Elton John because Tupac liked Elton John? Tupac also liked Frank Sinatra. So is that the next batch of tracks coming Tupac and Frank? We were told as fans that we would be getting a Tupac album with previously unreleased material, not a mix tape.

Between the ‘marching band beats’ of Eminem and some of the artist chosen to be ‘featured’ on this album, one has to wonder what about all the other things Tupac said. Are we not to believe those things to?

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The point is that if Amaru wants the fans to believe and refer to Tupac as an example, they should set the same goal for themselves. I feel that this album 'Loyal to the Game' is just a mix tape put out to make a few dollars and to promote east coast artist by 'tying' them to one of the greatest MC's to touch the mic – Tupac Shakur.

It is a good thing to refer to the words of Tupac as many of those words can still teach and guide. But also if you want to refer to those words – refer to all of what he said and stood for not just bits and pieces to fit an agenda. Remember Tupac also said just don't take one piece of my life and say I'm that, look at the whole picture.

For deeper thinking I will add this bit of archived news:

In April of this year this was run on the following web sites:

In Georgia, the latest state to try online shaming, the debtor's list includes two celebrities. The estate of the late rapper Tupac Shakur owes \$85,260.

On the Net:

CyberShame: <http://www.rev.state.la.us/sections/cybershame>

Debtor's Corner: <http://www.sctax.org/delinquent/delinquent.shtml>

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In October of this year the reports were:” Murdered rap legend Tupac Shakur, who was killed in a drive-by shooting in 1996, is valued at \$5m (£2.7m), putting him equal with legendary crooner Frank Sinatra.” As reported on <http://news.bbc.co.uk/1/hi/entertainment/music/3953477.stm>

And to round out Amaru’s statement we are told:

“As you know, we are trying to construct the Tupac Amaru Shakur Center for the Arts in Stone Mountain, Georgia and portions of all our proceeds are donated to our cause. Every single cent counts. That is why you must continue to fight the battle of illegal downloading of Tupac’s music.

Ok so where is all this money at? Did Eminem and G-Unit’s love run so deep that he did not get paid for what they did on this album? Did Eminem’s fan status bring him a good sized payday? That contract would be interesting to see.

Once there was Suge Knight to blame for any money woes, but Suge Knight has had nothing to do with the last few Tupac albums; so who can answer the money questions? Things just don’t seem right and maybe the legacy of Tupac is being taken in a wrong direction.

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Note: These are the views of staff writer "Westside", and do not necessarily reflect the views of this site or it's owners.