

## Mp3 Side Effect - Dirt Hustlin'



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MC\*Producer\*Preservationist of the Hip-Hop Culture 15 MP3 Songs HIP HOP/RAP: Hip Hop, HIP HOP/RAP: East Coast Details: Combining the love and respect he has for the hip-hop cultures past and ever-growing present, Philadelphia MC Side Effect is creating a path that defines hip-hops future. Described by journalists and fans as lethal, smooth, and quick tongued, Side Effect takes a chunk of his inspiration from the classic sound of the Golden Era artists (Rakim, Public Enemy, and Big Daddy Kane) and mixes it up with his signature style of cocky, explicit, and sarcastic punchline type rhymes. With 24 years deep into hip-hop, Side Effect is far from a new rhyme face on the block. His introduction to hip-hop began in 1984 with the release of the cult classic movie, Beat Street. Having a father who moonlighted as a club DJ, it was evident that music flowed in Side Effects blood. He spent nights listening to Lady Bs Street Beat radio show on Power 99 FM with a pencil in hand, filling up notebooks with sets and sets of 16 bars. Everything from his pubescent experiences, family upbringing, and world affairs became lyrical material. Side Effect quickly became addicted to the beats and rhymes. His quest to explore deeper led the purchase of a beat machine, which allowed him to get his feet wet experimented with production. His dual role as an MC and producer allowed him to further his respect for hip-hop, which birthed an appreciation for both dynamic art forms. In 1990, Side Effect and friend JSmoove laced themselves with Cross Colour outfits, and African medallion rope chains, and became known as underground group, Il Scandalous. Spawning out a few underground hits, they performed on stages around Philadelphia. Now defunct, Il Scandalous laid the foundation for his desire to entertain and rock a crowd. After the group disbandment, Side Effect took a break from the scene to perfect his craft, but he always kept up and studied the ever-changing tides within hip-hop. In 2001, he re-emerged armed with determination, focus and a hustlers attitude of doing what you gotta do to get to where you wanna go. He wasted no time

releasing album, Underground Concoction (2002), which showcased his versatility to spit everything from battle rhymes to crowd-friendly tracks and party anthems. It showcased his growth from the high-fade days. Upon working on his follow-up album, Side Effect independent label, Krush Unit Records. While he stayed in the studio preparing his sophomore release, he became a regular presence at shows, conquering audiences across the state. In 2003, he earned a spot on the East Coast leg of the nationally recognized Vans Warped Tour. He also appeared on a series of mixtapes and guest spots on was featured on various guest collaborations. By the end of 2003, he build up a solid buzz, and local media came knocking. He became a consistent face in newspapers and different hip-hop based websites. All of his hard work came full circle on second release, Rockin Chair Theory (2004, Krush Unit). The lead single, Spitacular b/w Get Retarded and Guess What (2004, Krush Unit) was accompanied by a video that earned spins on one of the longest run independent television shows in Philadelphia. The singles catchy hook and comedic lyrics made it an instant hit, not only on independent and college charts, but also with audiences. In February 2005, he had the chance to open up for nationally recognized group, Bone Thugs-n Harmony at Phillys Trocadero Theater. With the release of his third solo album, Dirt Hustlin due out August 2006, Side Effect is staying on the grind - validating his place as a rightful leader of the new school. Lets get one thing straight - he isnt here to change the game instead Side Effect is representing the essence of the culture while maintaining true to his artistry. Hes proving to the world what hes known for over 20 years: Hip-Hop is not a fad, trend, or novelty. Its a way of life; his way of life. For more information, bookings or request Side Effect material, please contact him at sideeffect88@yahooor 215-696-8087. Side Effect is also live and direct on My Space: myspace.com/sideeffect88 and you can check out his electronic press kit at sonicbids.com/SideEffect

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