

Mp3 Drew Heffner - Respect The Game



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Mix Dr. Dre, Scarface, and Filmore Slim together and you get Drew Heffner, a new force in hip hop that's here to stay. 20 MP3 Songs HIP HOP/RAP: Hardcore Rap, HIP HOP/RAP: Rap Details: In a time where music has become bland and record sales are stagnant a new hip-hop juggernaut has emerged. To describe him, imagine if you could take Dr. Dre, Scarface and mix in a little Filmore Slim into a laboratory beaker the result would be the ultimate recording artist, Drew Heffner. The Cleveland, Ohio native grew up on the east side off Kinsman Ave (also known as Kinsman County) one of the more notorious strips in the city. "Yo man the whole strip is hot! Everywhere you look its fiends on high beam, churches and liquor stores, and fools talking to themselves who need to be institutionalized, literally." This is the place that the rapper/producer/engineer calls home. His stocky 5'10 frame draped in multi-colored gold reminds you of the typical street hustler. But, once you've heard his record or had a conversation with him you'll find that he's a college educated entrepreneur/ playboy. "For the past couple of years I've been living like a rock star: drinking good, eating fine foods and having beautiful women in every city I visit. Most of these rap cats get a couple of chicks after the videos and the radio, but I've been doin' it from day one." Heffner started out performing in local talent shows and producing for local stars. He's produced songs for the following: Goldie Montana, Money Loc, Souljah Boy (formerly of Mo Thug records), Mamma Jazz (formerly of Mo Thug records), and Stro Bolo just to name a few. As a producer Drew has owned the airwaves and clubs in Cleveland for the past 5 years. His newest project is his LP "Respect The Game", one of the hottest records to come out of the DNA Level C (Cleveland spelled backwards). The record covers the urban experience in a way that everyone can relate to from the street soldiers on the corners to the valley girls in Peoria. Heffner says that he makes music from the heart and his various experiences have helped shape him into a well-rounded artist. "Nobody wants to hear the same old thing throughout

an entire album; you gotta bring something to the table that's fresh and new or you'll fall off quick", says Heffner. Drew has also been a successful president of a small independent label that he's given up to start his own label soon to be announced. "The experience of running a label taught me a lot about doing business and being an artist. The first thing is whether it's a good friend or not do the paper work. Second, when the spot light is on artist take full advantage because when the light is gone it's no guaranteed that anybody will remember your name. Third, keep positive honest people in your camp that are dedicated to making sure your product is the best it can be even if you don't always agree with them", says Heffner. Heffner is a combination of urban dialect, suaveness, confidence and business savvy. His thunderous voice takes control of the track and captures your attention from beginning to end. Moreover, Heffner's production is second to none. His versatility is incomparable; he can make Garth Brooks and DMX sound good together; let a lone produce an album of radio joints and street hits. In short, Heffner is a new force to be reckoned with that is guaranteed to be around for a long time.

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