

Mp3 Straightway Presents: Newrace - 24/7 - 4 Life



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NewRace is setting the trend with a "new generation" of pop "hip-hop" that incorporates a unique blend of world sounds, while touching on real life issues. 16 MP3 Songs HIP HOP/RAP: Hip Hop, KIDS/FAMILY: Kid Friendly Details: NewRace started almost 10 years ago when founding member 'Rebekah Kirschke' had a vision for Hip-Hop being done with a positive message. At the time, she was traveling with - what is now - the largest drug prevention team in the US, 'StraightWay Drug Prevention.' As she got the vision for their new sound, Rebekah with her younger teammate 'Courtney Davis', started writing their own lyrics to single track instrumentals. Something great had begun. As a few years went by of writing and performing, Rebekah began to realize that if they were going to make a greater impact, they needed to have someone make them original music. They looked around at a few independent producers and production companies but didn't find the right fit. Shortly after that, Rebekah's cousin 'Paul Killingsworth' 'divinely moved to Houston' after an extensive order of events. Paul joined the team, and after traveling for a while to learn the music, went straight to their studio to begin hashing out new tracks. "Make it Right" was their first release and to this date has sold over 10,000 copies independently! Some of the people that make up NewRace today, helped in the recording of their 'freshman' recording. Paul the producer said, "It's crazy - so many people like our first "experiment" I guess you could call it. We read emails all the time telling us it's their favorite CD! We are kind of embarrassed of it - like I'm sure a lot of artists are of their first projects. It was a really good learning experience for us all though - we just hope to stop selling that one soon, and put out a remix CD or something! I think it will be funny someday down the road - like in 10 years - to hear kids saying "hey - have you ever heard the original NewRace CD? - It's hilarious!" LOL! Anyway, I think we have come along way over the past four years." In 2002, NewRace added two new people to the performing group of StraightWay Drug Prevention. Rebekah's little brother "Luke Kirschke"

and "Paul Killingsworth" (the producer) came together with Rebekah and Courtney to write and produce their 'sophomore' album "Sunshine." "Sunshine has outsold "Make it Right" mainly because of track #5 "It's Just the Weather." It is the story about Rebekah's and Luke's little brother being healed from a deathly disease he contracted at birth. Luke's Dad said, with tears running down his face, "That is one of the best songs I have ever heard - it really captures what our family went through." The CD does have a lot of other favorites as well: Sunshine (the title track), Sure Do (NewRace's first song about friendship), Ain't that way (a song about abstinence) and many, many more. Before the group finished the project in the studio, Music World Music who has 'Destiny's Child' and 'Beyonce' was talking to the group about a major record deal! Obviously NewRace declined, wanting to keep full rights and control of their music. During the two years of traveling in the US and touring twice in Europe with "Sunshine", NewRace started recording their latest album "24/7 4-Life." They also added two new members to make a group of six: "Hannah Garcia" and "Daniel Sustaita". Along side of the pumped up tracks with all kinds of ethnic production like 'Time 2 get up' 'Shake 'em Off' there are a few songs on here that are very touching. One in particular deals with the loss of Courtney's mother in Reminiscin' Pt.2 (the first part is on the "Sunshine" CD). If anyone has ever lost someone before, this song will really speak to you. "This is a break-through-album for the group" said Carter Prine who is the Graphic Designer and Video Editor for 89FIFTEEN PRODUCTIONS... "This CD set's a new standard in Hip-Hop as we know it. With all the filth out there right now, it is nice to hear something worthwhile: a sound that will stand the test of time."

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