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## FOR IMMEDIATE RELEASE

[Press Release]

### Lango indigenous Hip- Hop collaborates with City Beats Records

Lango Indigenous HipHop today announced a new partnership with City Beats Records, a recording studio located in Apac district and managed by 2 years Pelare. This partnership is an opportunity for the young creatives, particularly the artists in Oyam, Kwanja, Apac and Amolatar districts to record songs at no cost. This partnership will provide the selected artists the access to modern recording studio to produce songs that are educative to the wider community of the Lango sub region.

The collaboration is aimed at giving the indigenous Hip hop practitioners an opportunity to record and promote their music for free, create a strong listenership and bridge the marketability gap in the industry. The participants are required to write the songs with educative, informative and entertaining elements of music.

*"It's our responsibility to design and implement initiatives that build our people and allow them to grow and thrive in this challenging world. Of course, as Lango Indigenous Hip-Hop, we are here to create futures, give hope and celebrate every life that we change. This is the first time we are partnering with local studios in the Lango Sub region and we welcome more partnerships of this nature to impact more on to our people". – says Dealrafael Jsp-E, Executive Director of Lango indigenous Hip Hop.*

*"City Beats has been working with young creatives coming majorly from Apac and Kwanja and the new collaboration with Lango Indigenous Hip-Hop gives an opportunity for City Beats to work with many artists coming from other districts in the Lango Sub region" – Says 2 Years Pelare, Founder of City Beats Records.*

#### **The benefits of this new partnership include the following;**

- The participants will be given an opportunity to record one song for free at city beats record studio
- The artists will benefit from the expertise in the studio as the producer will be available to offer advice and produce best quality sound
- The artists will have access to excellent recording equipment and microphones
- An experience of an ambient recording environment as the studio has acoustically treated rooms designed to enhance performance
- Promotion of the artist's song will be an additional benefit as the two partners will be responsible for disseminating content on all social media platforms and electronic media.

Lango Indigenous Hip-Hop is a foundation that strives to build a generation of youths making the most of Hip-Hop as a cultural tool to educate, motivate and to lead our people and facilitating youth and community development. Lango Indigenous Hip Hop have been working extensively in the communities of the Lango Sub region and specializing in long intensive projects in Dance, Music, Film, Art and Culture. In collaboration with various organisations and companies, the indigenous Hip-Hop projects implemented by Lango Indigenous Hip-Hop include; Let's Talk youth programme, Rap contests, Remix conferences, Skills for Youths, Hip-Hop and Agriculture and many activities during the past Hip-Hop Appreciation Weeks.

City Beats Records is a recording and rehearsal studio based in Apac district, which is run by 2 Years Pelare. The studio has been a popular choice for Lango music and sound for the past decade.

**Dealrafael Jsp-E**