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PRESS RELEASE: Love Peace & Hip-Hop brings the Godfather of Hip-Hop, Scarface to Music Farm for March 26th Benefit

March 16, 2016 (Columbia, S.C.): Scarface, undeniably the definition of a southern rapper and the one widely respected lyricist worldwide in Hip-Hop history will headline the second benefit concert for **Love, Peace & Hip-Hop** on **Saturday March 26th at The Music Farm in Downtown Columbia, SC.**

Brad Jordan, better known as Scarface, has kept an unquestionable influence on Hip-Hop culture for over 25 years - making him one of the few veterans able to sustain in the here-today, gone-tomorrow rap game. One emcee of the mighty trio The Geto Boys, since their first album in 1990, he has shocked many with his vivid depictions of life and death, hardship and an overall extreme "tell it like it is" nature. To name a few: Ice Cube, Tupac, Jay-Z, Too Short, Daz, Kurupt, Redman and UGK all leaped at the opportunity to share a track with Mr. Face. This has allowed him to extend his status from Houston diplomat to global ambassador for rap. He brought the world to the American Ghetto. "I didn't put up a boundary on my music," Scarface says. "Though I rep my hood and rep my city, my music was for everybody from California to Cleveland to Chicago to Washington DC to New York to Mississippi to Atlanta. I didn't want to put no boundaries on my music, no Houston boundary." His latest album, *Deeply Rooted* (2015), debuted at number 11 on the Billboard 200 albums chart and featured guest appearances from Rick Ross, Z-Ro, John Legend, and Cee Lo Green.

"A part of our mission at Love, Peace & Hip-Hop is to represent Hip-Hop properly, being based in the South, it doesn't get any more proper THAN Scarface," states LPHH exec **Sherard "Shekeese" Duvall**. "As a kid growing up in South myself, right here in Columbia, there were few southern rappers who were widely respected for rhyiming. Scarface was one of those few. I cannot express what this means to the thousands of Hip-Hop fans here in South Carolina who feel the same way. It is an honor for us present this show to South Carolina Hip-Hop fans, and, I think epitomizes our commitment to stay true to the culture and our community. "

Scarface brings his **ICON** tour to Columbia along with Houston rappers **FADI, Gorgeous George and OG Grip**. Sharing the stage with be Columbia's own Riverside representative **Young Fooli**. This event will be hosted by **Shekeese Tha Beast & Kingpin VOV**.

Tickets are available online at musicfarm.com or the following locations: Papa Jazz, The Jam Room, Esquire Clothing, Area 57 and at the Music Farm Box Office. For more information on Love Peace and Hip-Hop visit www.lovepeacehiphop.com

Scarface ICON tour ft. FADI, Gorgeous George, OG Grip & Young Fooli

Date: Saturday, March 26, 2016

Time: 8:00 p.m.

Location: 1022 Senate St. Columbia, SC 29201

Price: \$22 Advance, \$28 Door

About Scarface:

Scarface (Houston TX) quickly became the South's most admired rapper and remains so to this day. He essentially defined what it meant to be a Southern rapper years before anyone even coined the term Dirty South. The Geto Boys' second album (and first to feature Scarface) — Grip It! On That Other Level (1990), later repackaged and re-released that same year simply as The Geto Boys — shocked many with its vivid depictions of street life and its overall extreme nature. This album featured the song "Scarface," which introduced Akshen's alter ego, a title he would keep from that point onward. Everyone from Ice Cube and Dr. Dre to 2Pac and Master P collaborated with the former Geto Boy, yet despite his unquestionable influence, Scarface never crossed over to mainstream success. His influence has never waned, making him one of the few veterans able to sustain in the here-today, gone-tomorrow rap game.

w: facemobmusic.com

t: [@BrotherMob](https://twitter.com/BrotherMob)

fb: [Scarface - BrotherMob](https://www.facebook.com/Scarface-BrotherMob)

ig: [@BrotherMob](https://www.instagram.com/BrotherMob)

ABOUT LOVE PEACE, & HIP-HOP:

HipHop Family Day was created to ensure that hiphop, represented properly, can be a the medium through which all ages and races can come together for a day of peace, love, unity and having fun. This is accomplished by combining some of the of best and brightest live performers, DJs, BBoy dance crews, hiphop visual artists, craft and fashion vendors to create South Carolina's most unique and entertaining community experience. By utilizing the power of hiphop to unify the community, we create the magnet that allows our citizens, through charity and awareness, to support nonprofit organizations that offer direct services to our community.

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