

**FOR IMMEDIATE RELEASE:**



**Contact: Kristie Borgmann**  
**773.263.0617**  
**kristie@RhymeCity.net**

## **CHICAGO, RHYMECITY PROMISES BIG THINGS IN INDIE HIP-HOP**

**CHICAGO, IL (October 20, 2006)** – All Natural founder Tone B. Nimble calls it “underground.” MC Lupe Fiasco says it can “change the makeup of the social structure.” According to freshly-formed RhymeCity Records, it can “make heads nod, assess shake and minds think.” It’s independent hip-hop, and Chicago’s full of it.

Heeding the plea for artist-centered hip-hop production and promotion, RhymeCity formed in September 2006 with a resume that includes Chicago duo J-Direct, Philadelphia lyricist So-Say, and cross-country combo Order Sixty-Six. Following the lead of innovators such as Outkast, Timbaland, Jay-Z, Tribe Called Quest, J Dilla, and The Wu-Tang Clan, RhymeCity’s artists flow to influence and affect.

RhymeCity co-founders Kristie Borgmann and Jason Griffin, both well versed in the marketing and promotions arena through employment and education, will serve their artists with strategic development, publicity, tour support, graphic design, interactive capabilities, marketing and promotion. Their goal is to support their independent artists to an extent that keeps them out of day jobs.

Recently released and available online is *J-Direct Back 2 Fitzgerald: The Movie* mixtape, “starring” Michael McNasty as Fitzgerald, Ron Griffamy as Griff, and Swifty Lazaar as DJ J2K. Through Fitzgerald’s fresh lyrics and Griff’s production talents, the mixtape chronicles Fitzgerald’s path from a solo artist to the front man of one of Chicago’s most-anticipated hip-hop projects. Visit either [www.J-Direct.net](http://www.J-Direct.net) or [www.RhymeCity.net](http://www.RhymeCity.net) to download ten choice cuts from the mixtape.

RhymeCity’s first major release, *Live & J-Direct*, a full-length album from J-Direct, is slated for release on March 20, 2007. Get your fix now with tracks by So-S@y ([myspace.com/sosay](http://myspace.com/sosay)), J-Direct ([myspace.com/jdirecthiphop](http://myspace.com/jdirecthiphop)) and Order Sixty-Six ([myspace.com/ordersixtysixmusic](http://myspace.com/ordersixtysixmusic)) available through their MySpace pages. Keep it clicked to [www.RhymeCity.net](http://www.RhymeCity.net) for album release information, tour dates, news, and more.