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**Hear Y-Love in “See Me”  
and Experience a Unique World Hip Hop Sound**

*In time of terrorism, war and economic depression, a befitting time for “See Me”, a debut musical release by African-American Orthodox Hip-Hop Artist, Y-Love. Out with hate and discrimination, in with unity.*

(Philadelphia May 2, 2011) While the lens of the music is Jewish, the popularity is becoming more and more secular with a focus on unity and a honor to scripture.

I had the honor of interviewing Erez Safar, the founder, director and mastermind of Shemspeed, it's sister label Modular Moods and the producer of the incredibly successful and annual Sephardic Music Festival. With a background in radio as a personality, Safar has the Midas touch at finding and developing diverse Jewish talent. He has been selected as one of the top 50 most influential Jews and has been featured in the New York Times, CBS, BBC and everywhere in between. He has performed with and produced with varied artists such as Snoop Dogg, Lou Reed, Idan Raichel and has been profiled in Rolling stone, SPIN and in various TV appearances including the Conan O'Brien shows and many more.

The board of advisors includes music and industry greats such as Matisyahu and Bob Goldfarb.

Safar was thrilled to announce the May 17<sup>th</sup> debut of Y-Love's new EP, “See Me”.

Y-Love is a leader in global hip-hop bringing forth a social consciousness and was the first African-American Orthodox Jewish Hip Hop artist on the scene. With "See Me", Y-LOVE departs from both the ultra orthodox world and the underground aesthetic of hip hop, Y-Love demolishes the scene with "The Takeover" featuring TJ Di Hitmaker, his upcoming single release. The club-friendly tracks on See Me are influenced as much by rap vet Chuck D as by new artists like Major Lazer and Nicki Minaj.

When asked about inspiration and personal changes, Safar commented, “The two of us are more and more influenced by club music from around the world. As the producer, I wanted to take Y-Love, an artist with rapid fire rhymes full of messages and set that to more of a pop sound since generally artists that are political in nature tend to create underground music which more

often than not keeps their messages underground. The idea here was to take these messages and make them more accessible to the mainstream and since for the last couple years I have really been feeling artists in the mainstream like B.O.B. and Nicki Minaj, some of that inspired the direction. Lupe Fiasco just released an album in which he apparently had the same idea in mind...making a record with the messages and politics that he is passionate about, but disguising it as pop music. Our music will always have a message, I think the messages just come out progressively more appealing and influential.”

When asked what the musical inspiration is , or if there is a secondary muse beyond scripture, it is the actual result that is the muse; the music. Y-Love stated that when Safar came to him with ideas for a sound, he started laying down beats and ideas, and then he (Y-Love) is able to select them, be inspired by them, write to them and allow the fun to begin.

Luckily, one perk that went along with interviewing these musical masterminds is that I was able to get a sneak peak into Y-Love’s new music video release. When you hear “This is Unity” you are going to be addicted to the beat, and inspired by the lyrics. One lyric that jumped at me was “Rhythm with a Mission” and it just was sang with such feeling; it’s not often a rap can inspire one to the point of tears for such a positive message. When you see the video, the eclectic group of people they gathered, always authentic and never just staged extras, is diverse and even hold signs that state “ethnically and culturally diverse” with their backgrounds spanning French to African, all in mutual respect and gentle pride.

When asked about what they hope people take away from the experience they resounded in unison, that they wanted to simply inspire people and wake people up to the fact that we all have differences and to respect those differences.

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