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ENTERTAINMENT EVERLASTING

MAGAZINE

ISSUE #5-
2010



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SYRUS (REAL WORLD: BOSTON)



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Wow! I can't believe its only been six months and we seem to be on track to meet all of our goals. I want to continue to thank everyone for your feed back. No matter good or bad, it all helps. I really hope you enjoy some of the new section additions we've added. We are steadily pushing to create our own lane.

Also, we would like to thank all of our new street team/magazine reps. With your help, we have become one of the fastest growing magazines in the business.

Due to the increase in demand, we must go up a little in ad/interview spots. However, the increase won't hurt your pockets. We still aim to give you the best quality at affordable prices.

In addition to the new sections, team members and price increases, the official website has been complete. It is www.twenty4sevenmagazine.com. Feel free to stop by and see what it has to offer. So, with another issue under our belt, its obvious we're here to stay.

Love, peace and grind, Twenty4Seven that is.

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Photo by: Big L Photography





Tell the world who you are and where you're from.
What it do world? Its your girl Mz Nicky, from the 513 (Cincinnati).

How do you feel about the female MC's place in the music industry and name your top 5 favorite female MC's.
I feel that we are looked down upon and aren't given a fair chance to blossom. Me personally, I know damn well I'm beastly, just tap into my world and see what level I'm on. Top 5 are 5. Eve 4. Gangsta Boo 3. Missy Elliot 2. Shawna (D.T.P) and 1. Mia X (Childhood Idol)

What are some of the obstacles that you have overcome being a female in this business?
I'm just now getting the respect I deserve being viewed as a "Hot" female MC. I strive to do better by grinding hard and learning the business.

What style would you say you have and what makes it different from other female rappers and artist in general.
My style is compared to "Mia X", with a swag that's through the roof. I spit like a female version of "Lil Wayne". My voice is unique and my lyrical ability separates me from everyone else. Also, my street grind is off the hook and I stay pushing mixtapes and promoting.

Do you feel it's your time and is the world ready for what you bring to the game?
I feel its been pass my time. However get thing is in GOD's Time Im what the people been prayin on to come save them from all the lame bubble gum rappers. Ya Digg . I bring a different swagg, with a boss image and a party girl spirit.

What is your inspiration to keep you going in this business?
Praying, the love for the music, gaining fans, networking, and giving the people what they came to see. No matter the crowd size, I'm always grateful.

What is your new single called and how are people taking to it?
"Uh Oh (Did I do That?)" is my new single which is available where ever digital downloads are sold and at www.Naturalbornhustlehers.com

When can we expect your project to drop?
I have a new mixtape called "The Perfect Jack-Off" Hosted by Dj Mr. King and another version of it with DJ JTorch. They were released 6/18/2010 and are going for the \$5.00.

If anybody wants to contact you, how do they go about it?
They can contact me through Judy Jones with Street Fame Magazine and my manager at 513-200-4856, www.Naturalbornhustlehers.com, or www.twitter.com/mznicky513

HEAT Summer hot spot

Where were you born/grow up and what inspired you to become a DJ?
I was born in Russellville, Kentucky but I currently reside in Louisville. I grew up wanting to be a DJ, always fixing objects to listen to music; from packs of AA's to 9-volts. I always had something playing. I would even plug my Walkman up to 6x9 speakers and carry it in my gym bag for road trips in high school. I've been a DJ for about 13 years professionally.

Are you affiliated with any DJ camps or coalitions and do you consider yourself a club, mix-tape, or radio DJ?
Yes, the KYMP (Kentucky Music Pool) Kamp DJz. I'm a club and mix-tape DJ. I was on the radio years ago, but politics eliminated all the young talent.

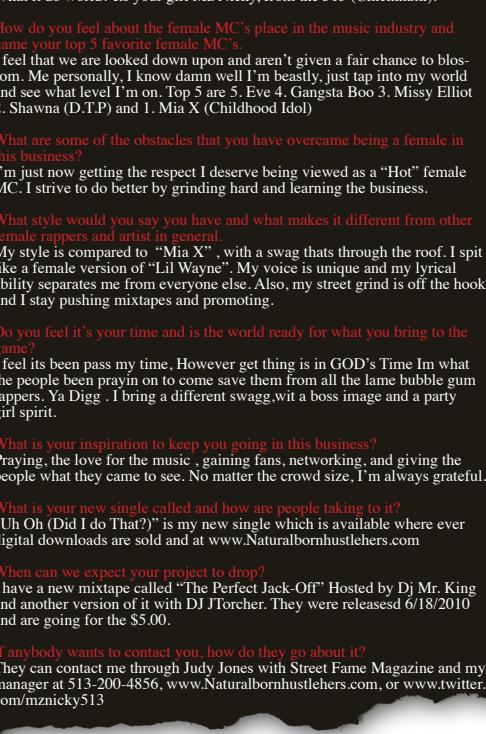
How do you feel about the music of today?
As far as rap; everyone seems to be a rapper. Makes me wonder, where are the fans? Who likes the songs that are being produced because it just looks like phases to me. Whatever is hot at the time is what everyone jumps on. Typically, what is hot is the streets, which wouldn't be bad if they were giving back to the communities instead of exploiting the streets. As for R&B, I love the creativity. It was missing for awhile. The artists are far from telling stories like the old days, but their creativity is making me a fan again.

What makes you want to play a new record?
It has to have a story and the track has to have a party feel. If so, I'll give it a chance on a mix-tape to get feedback. If I get positive feedback then I'll play it at the club. I'll also play it if an affiliate dj contacts me about it. However, most of the time, its due to personal relationships I have with the artists.

Is the original craft of a DJ a lost art and what makes you stand out as a DJ?
Yes. I see new "DJs" pop up everyday. It's sad when I ask basic questions and can't get the right answer or even one at all. I'm all for working smarter, not harder, but when you don't know why you're doing it, you should slap yourself. It's like not knowing why we get to sit in the front seats of the bus. You forget or just don't know what it took for you to have that opportunity. As far as me standing out, I'm one, if not the only DJ, that still plays slow jams in the club (in KY), setting the mood for the after party hook-ups. Also, I control the crowd, I don't let the crowd always dictate what I play.

How can people contact you?
I can be reached on Twitter @djde2ce, or on Facebook-DJ Deuce.

DJ DEUCE



DJ DANNY

By: T4S Staff

Introduce yourself?
I am DJ Danny of Naptown (Indianapolis).

How long you been DJing?
A total of 8 years, but seriously 3.

What made you want to be a DJ?
I had a friend who had a studio. One day, I was over there and started messing with the turntables. I liked it and was fun to me, so from that point it was on.

Your name has grown fast in the last few years. What's your key to success?
My steady grind and staying consistent.

What do you feel is your most successful mix to date?
My first Gucci Mane Mix. It had his exclusives and freestyles that we did in his studio. That was back in 06.

You have a mixtape series that is going strong. Tell us about it?
Its called "Gone off that Yellow" and I'm on Vol. 19.

We hear you're more than a DJ. What else do you do?
I have my label FBR that's under the Munki Boi Ent. umbrella. I have a female artist named C.C. who is working on her project and I also have a single I'm about to drop.

You have a single? Tell us about it. who is on it?
Its called "We Bout Money". I bought the track from Swift and put artist like: G Fresh, Jim E Mac, Mike E, Yung Tone, Swoe, Gold-E Patron, and Tru from Nappyville on it.

Cool, Where do you see yourself in the next 5 years?
I see myself as a national DJ and producer.

If some one wanted to get on a mix how can they reach you?
Call me direct at 317-403-3895 or myspace.com/DJdannyboyfbr. Be about your business.

Photo By: Elite Media

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Syrus

By: Brandon Fox

Most people know you from The Real World: Boston, can you give us a little background on that situation?
I was on the Real World Boston, Season 6, back in the day. Since then, I've completed five challenges. I won the first challenge, the Extreme Challenge, in 2000. I made it midway in two of the challenges, almost to the end in another one, and to the finals without winning once. My track record is okay and I'm currently in the works to participate in one more challenge.

How did you actually get involved in Burger King's Next Best Move project?

I got a call from my people; they asked if I wanted to get involved because I played college ball, and I still shoot them "thangs". It's a good thing there isn't a court in here because I could probably wear you out young buck. "I'm hittin em from deep man, all up in ya mouth like politie." You might be a little quicker, but I'm putting numbers up from that stripe. I played college ball at the University of Hawaii; and also played in the ABA so I still got a little bit left in my tank.

Where are you originally from?

I'm from Los Angeles, California; but more precisely Santa Monica, down by the beach.

What connection do you have with video games and other media?

I've been involved with 13-14 videogames to date. It started off with the March Madness Franchise, a product of EA Sports. I was the creative consultant on the game, so I made sure that everything was realistic that was suppose to be in the game.

I'm also a casting director. I've casted for over 40 different reality shows through my own casting company, Oxycasting.com. In addition, I also cast for video games, commercials, and all other forms of entertainment. I was also involved with the motion capture technology, so my actual moves and image are in several games. You know, the whole crossover in ya mouth. My name, "Syrus", was used for two of the games; Street Hoops (a street basketball game) and the And 1 game. I don't just talk about doing things; I get them done.

What's next for you?

I'm just working on building my entertainment empire. I'm in the process of writing my autobiography, I'm also involved with "Rock the Vote", where I lecture at different universities on 20 different topics. The election is coming back up so I have to put it down and make the youth aware. Young black youth need to know that if you want to keep it right then you have to go out and get educated. You need to be aware of what you're voting for and why you're voting, not just being a part of the voting process. I'm also have several clothing lines, and I'm working on developing some new lines now. Orderves clothing for the sweet and petite, little women need love too. I've been a designer for about ten years now, and I do a lot of boutiques and couture stuff for celebrities.

Where do you see yourself in fifteen years?

Hopefully looking almost the same like I did fifteen years ago to this day. I really see myself just at home in Los Angeles, bi-coastal between L.A. and Miami. I've written several different shows, two of them are being highly considered for production. I'm going to host my own radio show but I really want to go after a television talk show. I'll have a television reality show for sure, but I really want my own talk show.

Is there anything else you want to say?

Just look out for your boy. You can hit me up on twitter at twitter.com/syrustrv or on Facebook, and my website is www.syrustrv.com.





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“His Eyes” By: Krystal Luster



It's 9:30 P.M. and I'm up listening to Macy Gray's "The Sellout" album wondering how in the world should I begin. Well, what better place than the beginning right? I recently read "Inside a Thug's Heart"; a book of the late Tupac Shakur and his then "pen pal" Angela Ardis' letters and poems written to one another during his incarceration in the mid 90s. Tupac is famous and remembered by his lyricism and challenging nature while Angela (or to reference the book, "Ms. Lovely"), has made her mark as an actress, author, screenwriter and model. The two came from different walks of life but both found something in each other to make their friendship unique.

A family member suggested I read the book after having discussed some key points about Tupac and I became curious to learn another side to his story. When I got the book I looked at the title first, and then glanced at the cover art. I almost looked away but something mysterious caught my attention and I couldn't unlock my gaze. It was his eyes. I stared into them and saw a man I felt had more to say than what was said, a man of depth, knowledge and inner beauty. My heart sunk. How could I feel so connected in this short moment? What was it about those eyes that captivated my soul? Whatever it was, I had to find out.

Funny thing is, I've never been fan of Tupac or his music; aside from his more popular songs and a few shirtless pictures let alone paid much attention to the hype that surrounded his life or death. Sure I heard about his murder and the case that seemed to go nowhere but back to square one. I was aware of the inspiration within his music to millions, if not billions of fans around the world and knew of the speculation concerning his death being faked. Still, I never found a solid interest. So why was my curiosity sparked now? What difference would it make?

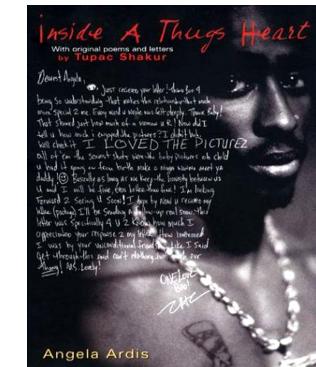
I pondered many things before actually starting "Inside a Thug's Heart". Too many to name in fact but later that night, I took a deep breath and ran my fingers across the

cover. I felt somewhat guilty for wanting to read about something so personal. A book of letters and dedicated poems never meant for me were at my fingertips. I felt guilty more so because I knew nothing about this man or the things he stood for in life and even though I finished, I'm still not sure.

I read all night even into the wee hours of the morning. Only stopping briefly to update my facebook status and chat with a friend or two, then it was right back to business. Sleep was never a factor and I swear I sat in the same position for a good 3 hours. I don't know why but nothing seemed to matter while I read. Each chapter put a new perspective in the way I thought about my choices, my character, and my opinion. I don't know if it was because I was dealing with some personal issues along the same lines as their story that kept my interest or if it was just because I had nothing better to do. I've always been a lover of words in any form and I find it easier to express my thoughts verbally rather than speaking aloud but that's another story.

What stood out the most was their overall realness and open-mindedness with each other despite being complete strangers. It shocked me and got me thinking about fate. All types of people are put into our lives for different reasons whether they're related or not. I lost my only child 3 years ago and still question why I was even given the blessing if I was to only have him for a short while. This is a question I will most likely never understand but through my loss I've gained wisdom and strength. You would never know the pain I endured just by looking at me, just like I will never know the man the media didn't portray. But by reading this book I feel I know the most important part that regardless of our short comings or positive and negative influences, we're still human. And as humans we have feelings not everyone can relate to. When you find someone you can confide in honestly with no strings attached it's a sigh of relief. No one should keep their emotions locked up, good or bad. Learn to laugh, shed a few tears every now and then, be thankful for making it this far.

Life is funny and sad all at the same time and there are lessons to learn in the choices we make and the choices of friends, enemies and family. No matter who decides what, we are all affected. There's a valuable lesson in "Inside a Thug's Heart", a lesson that will sure to stick with me until I've learned it and teach it to others. I was wrong about Tupac and I wish I had taken the time to dig a little deeper but that isn't the way it was meant to happen. Just goes to show you that you really can't judge a book by its cover and in order to find the real story you have to look beyond the surface.



Krystal Luster is a talented, young up and coming poet/writer from Indianapolis, Indiana. She can be contacted for business purposes at luster_krystal@yahoo.com



DO YOU KNOW WHAT THIS MEANS?

There's a bunch of "Devil Worshippers" in Hollywood. And there's a lot of black folks too. And they be throwing up them signs.....-Paul Mooney (On "The Monique Show")

Over the past few decades, the world we live in has seemed to get worse and worse due to environmental issues, violence/wars, music, etc. Things just aren't what they used to be. In Hip-Hop, we've seen the music go from political rap to what we hear today. Now, which is better depends on personal preference and age group for the most part. One thing Hip Hop has been successful at is creating a bunch of "followers" who imitate what they see and hear, regardless of right or wrong. You know what they say about ignorance, right? I suggest you do the research because what you don't know CAN hurt you.....

Facebook Top 5

In this section, Twenty4Seven Magazine takes you on a journey into the minds of random Facebookers through the stats they post daily. Whether funny, serious, or just plain ignorant, people LOVE to post.

Just got called all types of fucking nigger bitch on call of duty.. them white cats be racist as hell on here lmao... don't get mad cause I'm popping that ass

I'm more then that so fuck you and yo momma bitch!!!!

Just because you put a youtube video up of you rapping does NOT make you a rapper --- think about it---- LOL

I'm sure my mom is smiling down on me from heaven proud of my progress and successes in my career and as a man. I feel her in my presence when cloudy moments block my sunshine..

Uggh one of mi gurlz needs to get married! I wanna F*#K a groomsman :) hehehe :) lol

HAVE U EVER SEEN A REAL IGNORANT STATUS AND IT MADE U WANT 2 DELETE THE PERSON?? SMH.....COME ON YA'LL WE HAVE GOT TO DO BETTER!!!

Names have been omitted to protect the "guilty." Submit stats for next month to twenty4sevenmagazine@gmail.com

COINCIDENCE????



By: T4S Staff

"The Pied Piper of Hamelin" is the subject of a legend concerning the departure or death of many children from the town of Hamelin, Germany in the middle Ages. In the 16th century, the story was expanded into a full narrative, in which the piper is a rat catcher who is hired by the town to lure the rats away with his magic pipe. When the citizens of the town refuse to "pay the piper" for his service, he then turns his magic on their children, leading them away to never return home.

In this story, The Pied Piper may have been used as a symbol of death, reflecting a historical event in which the city of Hamelin lost its children due to a plague or catastrophe. However, William Manchester's "A World Lit Only by Fire" proposes that the Pied Piper was a psychopathic pedophile. This theory may have a lot to do with the fact that many of the children disappeared. There are many versions and theories about what happened in the town of Hamelin and we don't know which are exactly true, but this is an interesting story nonetheless.

But what does this have to do with R. Kelly, you ask? In 1994, R. Kelly secretly married the singer "Aaliyah", his protégé, who was just 15 years old at the time. The marriage was later annulled by her parents. Then, in 2008, he faced charges that he allegedly videotaped himself having sex with an underage girl who could have been as young as 13 at the time. The 26 minute videotape was dated back to 1998-2000 because a TV in the background played a commercial for a store that closed in 2000 and "new" videos from the "Back Street Boys" and "The Spice Girls", which came out in late 1998 or early 1999.

He has also settled 3 lawsuits accusing him of having sex with underage girls, including one who claimed that he forced her to get an abortion. His spokesman said he settled due to the advisement of his lawyer. He never admitted to these allegations.

Personal opinion aside, these 2 stories mirror each other in many ways. Both stories contain truths, lies, speculation and gossip. The clincher however, is the fact that R. Kelly named himself "The Pied Piper of R&B". Coincidence? You be the judge.....

Sources: Times archives, Wikipedia

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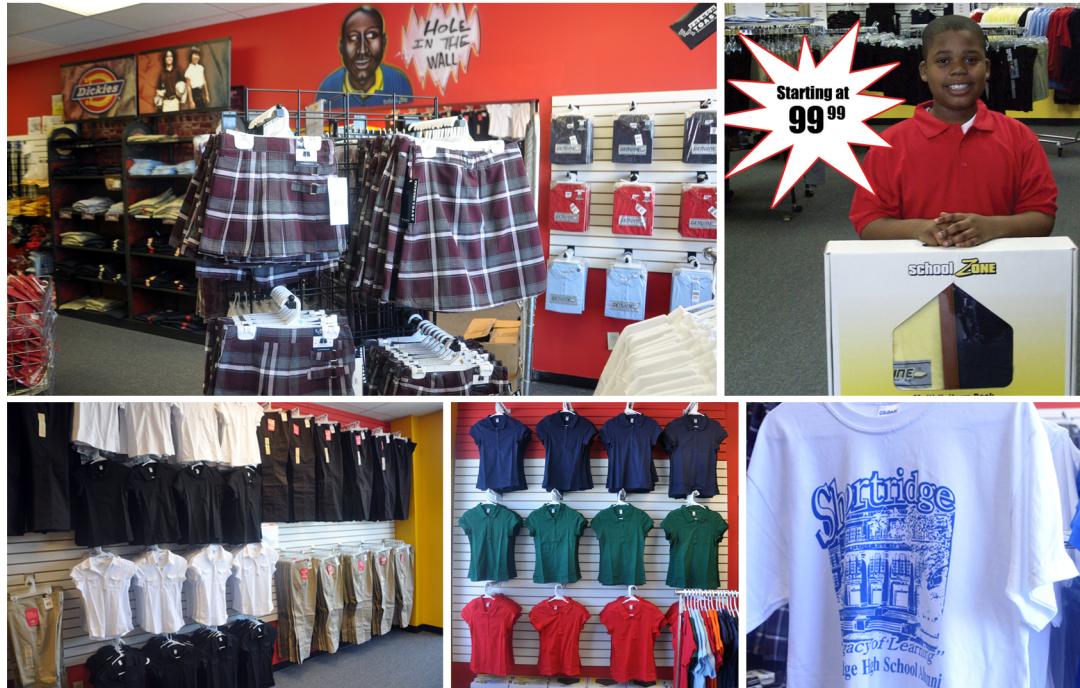
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YUNG RO

"ART MEETS SOUND"

Ro! Whats good with it, bro?

Nada, broh. Just grinding as usual and staying focused on my objective and getting there the quickest way. The "legal" way, that is. Lol.

Not to be confused with Houston's "Young Ro", please explain your background and how you got the name "Yung Ro"?
I'm 18 years of age and I've had the name my whole life. My grandmother, from Okinawa, Japan gave me the name. "Yung" means "older brothers" and "Ro" is the abbreviation of my name.

What are some of your singles people know you from and what single are you pushing right now?

My 1st single out the box "Donk Dat" hit #3, my 2nd single "Push It Back" feat. Titus was about to go bananas, but I chose to pull it back unit Jive puts that steam behind Titus. You'll be hearing that one soon enough. I created "Fresha Den A Mall" to be a download addiction. That hit #3 on the sales charts and #11 on the top international song. My next single "Candy Gurl" will be a combo of fashion and sound. Right now that's my best kept secret.

As an independent you have been making a lot of noise. What do you feel is your biggest highlight thus far?

Damn am, my biggest achievement would be being an independent and generating wealth for my company. Second would be helping nourish the Midwest foundation. Of course I would say billboard. Oh yeah one more thing. Being booked over in Japan. Being on Bet's Rap City at age 16. Getting reviews from countless magazines like "Twenty4Seven". That's a plus. Oh Yeah, "Right On! Magazine", too.

Being from St. Louis, do you feel the stakes are higher for you to get to mainstream success, being that a lot of the artists from there that have achieved mainstream success have seem to disappear?

For real the stakes are higher everywhere, music sales and are at a record low. In a ten-year span, we went from 20,000 to 1,400 nation wide record stores. The economy made the stakes high. It's finding the right niche.

How is your relationship with some of these former mainstream acts and do you have any collabs with them? What has been some of the best advice they have given, if any?

I tell you what, I have a great admiration for Nelly and hopefully I'll have his success. I pretty much respect all my Midwest artist not just St. Louis and for the betterment of this hip hop game, I would be willing to work with almost anybody. I've worked with every industry producer from St. Louis. I have a few collabo's, quite a few. Especially the Derrty camp. I consider Ali like an uncle. Him and my pops are pretty tight. My next single "Candy Gurl" features Gunar from Unladylike. The shit is "Mu Caliente"!

Have you ever been compared to any other artist, and if so who? Do you agree and what do you think separates you?
The "Riverfront Times" newspaper compared me to Nelly because of my marketability and female fan base. But, I'm the first Indie artist from St. Louis to capitalize off the Asian and Latin fan base.

Do you feel being independent has been a better move for your career?

It has its ups and downs. You have to have a pretty good business sense when it comes to money management. But of course in the long run it has its silver lining. Look at Tech N9ne.

What is one thing you feel is the change you will bring to the music game?
Everybody brings a unique presence to music. Fam, I'm just doing me.

We hear there is more to you than just being a rapper? What else do you offer your fans?

A lot of people know my company "Black Pearl" is a 15-year company. It consists of a chain of tattoo shops. I'm the chairman of a 10-year non-profit organization titled "Runway 2 Empowerment". We primarily focus on youth awareness issues. First and foremost, I'm a young businessman playing this game of chess (business). And yeah I can tatt my ass off!

If you had to choose between rapping and business which would be your first love?
I'd choose business, of course. 90% of the game is business.

Name something about yourself that most people don't know.
Looks can be deceiving. I'm only 18, lol. I'm also a military brat. For those who may not know or want to know I'm Black, Japanese and Latin.

What is in the future for Yung Ro?
Hopefully, success and happiness, bro.

If anybody wants to contact you, how do they go about it?
www.twitter/yungrobp.com, www.facebook/yungrobp.com, www.bpent.net, blkpearlgallery@gmail.com. My office number is 314 621-1020. Yeah dawg I got a office downtown St. Louis 2008 Olive St. Louis Mo 63103, lol

Any last words?
I'm a fan of my fans. They make me who I am, and for all my music fans---TATT THIS ON YOUR SOUL! Oh yeah I forgot to mention for your promotions I have a group of hot female tattooist that tour with me. They go ham in the club.

Presented By:
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Katina & Kiona

These young ladies are newcomers to the modeling world. They enjoy singing, cooking, working out, and spending time with friends and family.

Katina071691@gmail.com
Kiewing@indiana.edu





KEYLO-G

UNKUT RECORDS

You have been quiet lately. What have you been up too?

I moved to Atlanta for a while, and then moved back to Naptown last summer. I linked up with Lil Scooty and we combined the Unkut Records with MRC Entertainment. We also opened a store, but other than that I've just been in the lab. I'm back now and it's on.

You've been in the game a while. What's been your key to longevity?

My key to longevity is staying sucker free, going by the rules of the game and staying in my lane.

What is the new project about?

It's an EP called Kush Kounty. I collaborated with Lil Scooty and it should be dropping in mid July. Its some hot sh*t. Also I have my solo mix tape, Street Meds, dropping in September.

Other than Lil Scooty, who else is featured on the album?

I have the whole click on it. Plus I got a lot of my Naptown artist on it as well. I always try to keep it real with my city and help my hometown artists get their shine on with me.

What would you say to someone who doesn't know you to get him or her to go out and get this album?

I would say that they would get a very real album. It will talk about the hard times all the way to my baby mommy. Everything I speak about is real and nothing but the truth. I don't sound like no one else out here, its just straight Keylo G.

Would you say this is some of your best work thus far?

I know it is. The older I get, the colder I get. It's going to be loved by the OGs all the way down to the youngsters.

Any last remarks?

I stay Trained 2 Go.

LIL SCOOTY

MRC. ENT.

It's been a while since your last release, what have you been working since then?

I have been in school and working on getting my business in order. I opened up my own recording studio with Keylo G and Yonio. Also, I have my website up and running, www.lilscooty.com, and a mix-tape with DJ Reddy Rock.

We hear the new cd is going to be sick. What can we expect with its release?

You can expect my new single and a lot more of MRC artist throughout the mix-tape. Also expect a lot more shows and appearances, heavier promotions, and a lot more events of my own.

What's the lead single called on the new project?

Pop One Pop Two and its featuring Stace from my label; plus I have the video coming with the single as well. Everyone should love it.

What are you doing different with this project compared to the first one?

I am giving it a more national appeal, everything from the graphics to the music. I'm finally getting a chance to expose my artists and the website as well.

What can we expect from your label, MRC?

Well we have a lot of projects coming out, we have the mix-tape with Keylo called "Kush Kounty", Young Kano album "Sure, Y Not", Indiana Tone's album "Money Really Count", and Sause album "Charged up". Plus we have Yella and Spitty Park. You can get a sample of all of them on my mix-tape "Lil Scooty.com" and "Aww Man What's Next???? You can also expect major features, distribution deals, and putting out as many units as possible.

Is there anything you want people to remember bout you?

I just keep it funky and checkout www.lilscooty.com.

YONIO

SKIN ADDICTION

For those who don't know tell us who you are and what you do?

I am famous tattoo artist, CEO Yonio. I decorate peoples' bodies for a living.

How long have you been a tattoo artist?

I've been in the game for almost 4 years now.

Do you do most of the drawings yourself or do you prefer clients to bring their own drawings?

I freestyle most of the drawings really. People bring pictures and the tat is better than the picture when I get done.

If someone need at Tattoo, why should the come see you?

They should see me because I'm the most convenient, least expensive artist out here. My tattoos are like diamonds; they last forever... LOL.

What made you choose this profession?

I'm from Haughville and anybody who's anybody knows what that means.... I had to do something if I didn't want to end up dead or in jail.

Are your prices reasonable?

My prices are the lowest hands down, because I'm my own boss.

What's the hardest tattoo you have ever drawn?

Out of the millions of tats I've done, I haven't really done a hard tattoo.

Any last words?

Shout out to everybody who's ever got inked by me. There wouldn't be me, if it weren't for yaw straight up! Come see me, Lil Scooty and Keylo G at 6753 E. 38th Street! We have tattoos, a store and a studio. We trained to go!!!

STORE

What is MRC?

Keylo – It's a movement, three businesses wrapped into one that handles business. We're like a puzzle that fits perfectly together.

Yonio – We're three musketeers/ renaissance men, in control of our own businesses and projects.

Where is the store/business located?

Lil Scooty – 6753 E. 38th St., Indianapolis, Indiana.

What would you say is the best service you offer?

Yonio – I would say definitely the tattoo shop and the studio. Everything is awesome.

Lil Scooty – I would have to say the recording studio or the tattoo shop.

Keylo G – I would say the candy store and tattoo shop, but our music is still 100% of the focus.

Rank your tattoo artist on a scale of 1-10?

Lil Scooty – I would have to say an 11, he's the most convenient and affordable tattoo artist in the city.

Keylo G – I would have to go with a 10 hands down. Lil Bro is trained 2 go.

If I was from out of town, why should I stop at your store?

Keylo G – We're humble people, so just kicking it with us would show you how cool we are. We make every customer comfortable; try to make you feel like family.

Yonio – We have good hospitality. Gentlemen and Gangsters.



T.G.I.FIEND

By: Tyrone Davis

Artists come and go but some stand out and you remember and respect them forever. Twenty4Seven Magazine was given the opportunity to interview the man they call "Fiend". Coming from one of the most prominent camps in the music business, the former No Limit Soldier tells us what's new in his life and where he has been over the years.

How and where did you get your start?

I got my start right in the hood, Hollygrove the 17th Ward. Some cats out of my neighborhood gave me a chance to spit on their album about the passing of my brother and it was on from there. There are too many people to thank for my start, so I thank them all.

Most that know you, remember you from the No Limit days. Though a lot of the artist seemed to have disappeared after leaving the label, you managed to remain busy over the years. Please explain some of the moves you made. I just kept making music, producing, and working on other projects. I got into producing on a national level and even produced on Jadakiss' first solo project. I also put out a gang of independent projects like, Can I Burn 1 and 2, Headbussaz (a joint project with Three 6 Mafia), Go Hard or Go Home, The Addiction, and a few other mixtapes. All of the projects sold well over 450,000 units.

What happened with the Ruff Ryders situation?

We encountered a family situation and had to deal with it. Brother Dee was injured; I was in jail and spent a lot of money on a lawyer. We needed each other and had the weight of the world on our shoulders. We're still a family today, but it just seems like I blinked and years went by trying to recover.

How did you link up with Three 6 Mafia for the "Headbussaz" project?

They had a concert in New Orleans; my manager and I went and linked up with old friends. We started talking about collaborating and how it would be to work together and we did just that. We completed a CD in just 3 days and instantly the streets were trippin, a win!

New Orleans has its own sound and the artists from there have been very successful over the years. Today's artists seem to all come from the same place. Do you agree and how do you feel about today's music as a whole?

Yeah, we do have our own sound, but sometimes we are not all alike. Different areas have their sound and I acknowledge and respect it.

"There's One in Every Family" is one of my favorite albums and I still listen to it like it came out yesterday. At the time, did you think you were putting out material that would still be listened to over 10 years later?

As a young black man, the future is seen only in your dreams and not with a plan or purpose. I didn't really, but I wasn't recording BS so you can say emotion and reality in the music made it last the test of time.

What was it like working with the other artists on the No

Limit roster? Being that so many projects were released in a short period of time and a lot of the core artists were being featured on most of the projects. Was it easier or harder on you having to put out so much material and was there ever competition amongst each of you?

It was the shit, it was easy and even though it was a lot of us, there wasn't any competition. We just smashed on the world like true soldiers and knew the people would love it.

I mentioned your old label mates earlier. There have been a few who have gone through some things over the years. Mac, Mystikal (recently released), Kane and Abel (released), and C-Murder being incarcerated and the death of Soulja Slim. Slim mentioned the roster changes in "My Jacket". How do you feel about how everything turned out and do you have any regrets?

I regret all of my people having to go to jail and have their freedom taken away, it's horrible. I wish Slims' momma and the family some peace knowing he is with God.

How did Hurricane Katrina affect you and were you down there during it?

Yes, I was there. I was affected along with the family, friends, and love ones. We all had to start over again and even though I wasn't in the trenches, I was able to assist 34 people for a year living with me.

You are independent, correct? Would you ever go major again?

Yes, I am independent. A major change in my life and everybody around me would have to occur for good for me to go major again.

"As a young black man, the future is seen only in your dreams and not with a plan or purpose." -Fiend

Do you think the internet is better for an artist or is it a problem considering the bootlegging/downloading?

I think it's good and bad; good for anyone trying to get in the business today. The first time artist trying to create that buzz can be spotted easier, everybody is using the internet these days.

What is up next for Fiend?

I'm dropping a new project, T.G.I.Fiend. Currently, we are introducing artist to include; Corner Boy P, Succeed, and Paradox. I'm also starting more companies, such as Fiend4damoney.com for distribution of films and music.

As a fan, I want to say I appreciate you and everything you've brought to the game. How can you be reached if anybody wants to book you for a show or a collab?

Thank you. They can reach us at: STCUSTOMS@GMAIL.COM/CLICKATME2@GMAIL.COM/TWITTER.COM/FIEND4DAMONEY/ FACEBOOK.COM/SLEEPYJONES/ MYSPACE.COM/FIEND.

Any last words?

Check out my website www.fienddigital.com for all my new and old releases of albums and mixtapes. Also, check me out on allhiphop.com and worldstarhiphop.com.

Uno and 3 Zero's, It's ya neighborhood Hero!



INDUSTRY NOTES

"CAN'T YOU JUST PULL IT OFF OF FACEBOOK?"

By: Tyrone Davis

NO! That is and forever will be the answer to this question. Being that image is everything, a lot of you artists need to spend more time and more money on the "visual communications" aspect of your business. Can you tell the difference between a "local" artist and a "national" act just by looking at their artwork? In most cases, it's very obvious who takes themselves more serious. The term "You get what you pay for" means exactly what it says. Generally, graphic artists, photographers, and videographers charge what they charge for a reason. You can't expect to look like a million bucks when you let any random dude that says he's a "graphic designer" design your cd cover or flyer for \$30. Find someone who "does this" and stick with them. If you're short on cash at the time, wait until you have enough to get the quality you need. Anything less than greatness is a waste of time.

Also, LEARN the difference between a "print" quality picture/file (300 dpi) and an "internet" quality picture/file (72 dpi). "dpi" means "Dots per inch". As a designer, I've heard this article's title question a million times. A good designer knows the difference and will not allow you to submit the wrong file types to them if they value the quality of their work and know what they're doing. So, no, you can't take a thumbnail size picture and blow it up to magazine cover size. No, you can't design a cd cover using disposable camera pics. No, I won't drop my prices because you can get "Ol boy" to do it for such and such price.....Ol boy shouldn't be doing it anyway. Get yourself a REAL designer.

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YOU SHOULD HAVE KNOWN BETTER.

Terry Maze is living a double life and her husband don't know. She is hooking on the low. (IN)

Jose Rameriz was the weed man that brought down his whole camp. (MN)

If you buy any tracks from "Cosmo", make sure you're the only one with them and he produced them. He selling the same beats over and over and don't own them. (KY)

David Albright needs to take a closer look at his baby girl. She looks more like your friend than you. (NC)

Tiffany Ackers got her ass kicked after the Travis Porter show. Now we know her hair ain't real. (IL)

I didn't know if I should do this in this fashion, but I couldn't find no other way to say this that you would believe me. But brothers are supposed to stand by each other but you let Erin Smart come between us. Though you too blind to see, yall been together 2 years now and I still been sleeping with her. Plus I just found out ya boy Tony been sleeping with her as well. Wake up bro.... (OK)

ALL CONTENT IS PURE RUMOR AND NO FACTUAL EVIDENCE HAS BEEN PROVIDED OTHER THAN WHAT HAS BEEN SUBMITTED BY THE STREETS

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GEORGE "HONEY BOY" BLADES

By: Lola D. Star

First off, introduce yourself to those who don't know you.

My name is George "Honey Boy" Blades, one of the roughest, toughest boxers you will ever meet that fears no one but GOD both in the ring and out.

Where the name "Honey Boy" did comes from?

The name came from a local trainer; his name was Bill "Honey Boy" Brown. He was my trainer, father figure, and an overall great leader in the community.

Most kids grow up wanting to play ball. What made you want to be a boxer?
I was always a scrapper.

Who have you trained with and who has mentored your career?

I have trained with some of the great, Oscar Suarez, Isaiah Clarke and currently Gerald Reid. God is my mentor in everything I do.

We understand you have a few belts, what are they?

NABC Cruiserweight title, WBO Latino Light Heavyweight title, WBC Latino Light Heavyweight title and Indiana State Heavyweight title.

What is your record and what was your fastest K.O.?

23 and 4 with 17 KOs, and the fastest KO was in 46 seconds; Let me also mention that the 4 losses were all very controversial!

Did you find it hard moving up the ranks coming from an area where boxing is not really publicized?

God paved the way for me to be ranked in the top 15 of the world, yes it was a long tough road due to the fact that I am and have always been self managed and promoted.

If you had the opportunity to fight anyone, who would it be?

I would love to get my hands on Antonio Tarver, or any of the world champs.

Just like a rapper, designer, or even a basketball player, boxers have to train and develop themselves, perfecting their craft.

How do you know a boxer has "what it takes" to really stand out above the rest and "make it" in this field?

He must have the will to overcome any and all circumstances in and out of the ring, as well as have great discipline.

Do you feel like boxing as a whole has lost its edge/fans?

Sorry to say but yes. However with the rise of a true peoples champ I believe that can change.

What is the biggest misconception about boxing?

Most people think that to be a good boxer you must be a thug or plain old bully, but you can be a straight killer in the ring an a gentleman elsewhere.

Are you up for anymore title fights anytime soon?

I always find myself waiting for a call to challenge for a world title, but in the near future I will be fighting for the WBF intercontinental title in August. I can't wait to knock someone out in my lucky, birthday month.

Do you do anything else other than boxing?

First and foremost I am Christian; Second I am a fulltime proud papa of six great kids, and quite the entrepreneur dealing with several family businesses.

What's next for you and your career and where do you see yourself in the next 5 years?

I plan to totally revamp the world of boxing. I want to show other boxers that they can make it to the top without signing your life away on empty promises. In the next 5 years I plan to be a world champion, as well as have my own promotional company, boxing gym, and amateur program to help our youth.

For any potential challengers or fans, is there any contact info you want to leave with them to get at you?

My email is HoneyBoyBlades@yahoo.com or you can always Google me to see what's new.

movie>> Mortal Kombat Rebirth

By: Jeremy Lynch



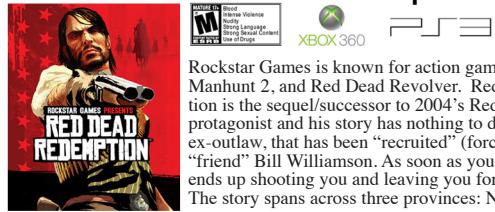
Finishing moves that decapitate heads and sending victims plummeting to the doom on a razor sharp spikes are what Mortal Kombat series are known for. The Mortal Kombat franchise has been around for over eighteen years and has had fairly moderate success selling over 26 million games. The franchise also expanded into a variety of other markets including movies. Mortal Kombat (1995) and Mortal Kombat: Annihilation (1997) saw varying success. The first movie was received well by fans and saw financial success, taking in \$122 million worldwide.

The second installment wasn't as successful; it was received poorly by fans and critics and only grossed \$51 million worldwide. Many fans believed that the movie was too much fantasy and magical and strayed away from the darker side of the original games. Ed Boon, creator of MK, stated he would like to see the franchise go in a different direction moving back toward its original violent roots and to a more serious and darker side. An unknown director has attempted this in an eight-minute clip that has surfaced on the Internet. It is a pitch for a new Mortal Kombat movie to Warner Bros. Mortal Kombat: Rebirth features Michael Jai White as "Jax", Jeri Ryan as "Sonya Blade", and other actors portraying Johnny Cage, Baraka, Reptile, Scorpion, Shang Tsung, and a glimpse of Sub-Zero. The clip takes a different spin on the direction of the franchise. Baraka is portrayed as a failed, homicidal maniac doctor who has pierced his face and surgically implanted two blades in his forearms. Reptile is portrayed as human with a full body skin birth defect and inward eyes that stores human heads in a refrigerator to munch on later. Public opinion of the clip has been mostly positive. The savagery and sadistic new components of the film is a great way to go, and believe it will attract the older population that grew up playing the original games. Michael Jai White and the other actors were believable and brought new life and perspective to the well-established characters. The addition of more of the characters from the franchise (Raiden, Liu Kang, Kung Lao, etc.) and not a total stray away from the magical aspect of the characters would attract a lot of old fans and new fans to the movie. The union on Mortal Kombat and Warner Bros. could lead to the rebirth of the Mortal Kombat franchise.



game>> Red Dead Redemption

By: Jordan Berry



Rockstar Games is known for action gaming classics such as each of the Grand Theft Autos, Manhunt and Manhunt 2, and Red Dead Revolver. Red Dead Redemption adds another title to Rockstar's list. Redemption is the sequel/successor to 2004's Red Dead Revolver. Like Rockstar's other action sequel's, the protagonist and his story has nothing to do with the predecessor. The main character is John Marston, an ex-outlaw, that has been "recruited" (forcefully) by the American government to hunt down and kill an old "friend" Bill Williamson. As soon as you get control of Marston you head straight for Williamson, who ends up shooting you and leaving you for dead. Once you're saved by some ranchers, the real game starts. The story spans across three provinces: New Austin, Nuevo Paraíso in Mexico, and West Elizabeth.

RDR also offers side games and missions such as: Texas Hold 'Em, horseshoes, complete a nightwatch job where you stop crimes, or track down wanted criminals. Throughout the world there is also Liar's Dice, Blackjack, horsebreaking jobs, different outfits with different attributes to unlock, ambient side missions, and stranger missions.

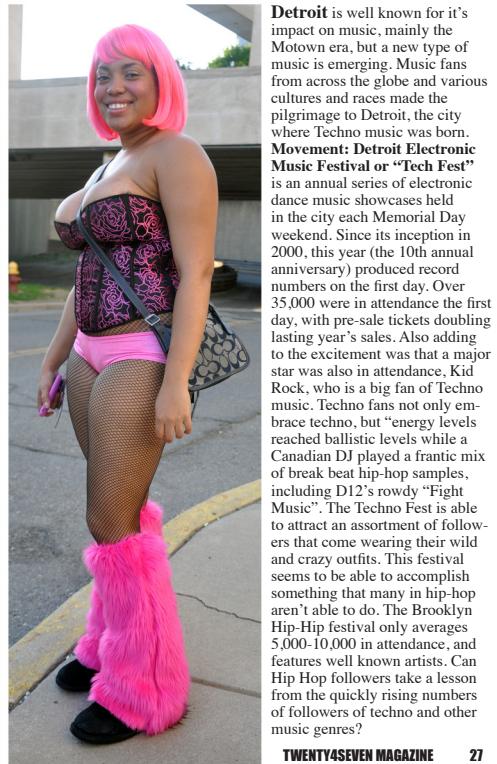
Within Redemption, Rockstar has created an ecosystem with multiple species of animals. Killing an animal or a person can cause vultures to appear, hovering in circles over the carcass. Every animal in the game you can kill and skin.

Multiplayer is also a free roam environment much like the single player, just more difficult. You can gather a posse of friends and ride together storming gang hideouts, or you can shoot each other for fun. Multiplayer also has matchmaking games in which to partake. The most interesting part about multiplayer is that each match begins with a Mexican Standoff.

device>> HTC HD2

By: Joe Long

Designed by HTC, the HD2 is the first smartphone with a 4.3-inch touchscreen (much bigger than the iPhone), the first Windows Mobile phone with a multi-touch capacitive screen and HTC Sense. It's equipped with a 5-megapixel camera which takes stills and videos. The phone comes preloaded with Transformers movie 1 and 2 and many other preloaded multimedia applications, like Blockbuster and Barnes & Noble. In addition, it has Office Mobile 2010, MobiTV, YouTube, TeleNav maps and more. The screen resolution and sound quality are amazing. HTC includes a set of stereo headphones that also allow you to take calls. The HTC HD2 is available on T-Mobile now for \$200 with a two-year contract and a qualifying plan.



Detroit is well known for its impact on music, mainly the Motown era, but a new type of music is emerging. Music fans from across the globe and various cultures and races made the pilgrimage to Detroit, the city where Techno music was born. **Movement: Detroit Electronic Music Festival** or "Tech Fest" is an annual series of electronic dance music showcases held in the city each Memorial Day weekend. Since its inception in 2000, this year (the 10th annual anniversary) produced record numbers on the first day. Over 35,000 were in attendance the first day, with pre-sale tickets doubling last year's sales. Also adding to the excitement was that a major star was also in attendance, Kid Rock, who is a big fan of Techno music. Techno fans not only embrace techno, but "energy" levels reached ballistic levels while a Canadian DJ played a frantic mix of break beat hip-hop samples, including DJ12's rowdy "Fight Music". The Techno Fest is able to attract an assortment of followers that come wearing their wild and crazy outfits. This festival seems to be able to accomplish something that many in hip-hop aren't able to do. The Brooklyn Hip-Hop festival only averages 5,000-10,000 in attendance, and features well known artists. Can Hip Hop followers take a lesson from the quickly rising numbers of followers of techno and other music genres?

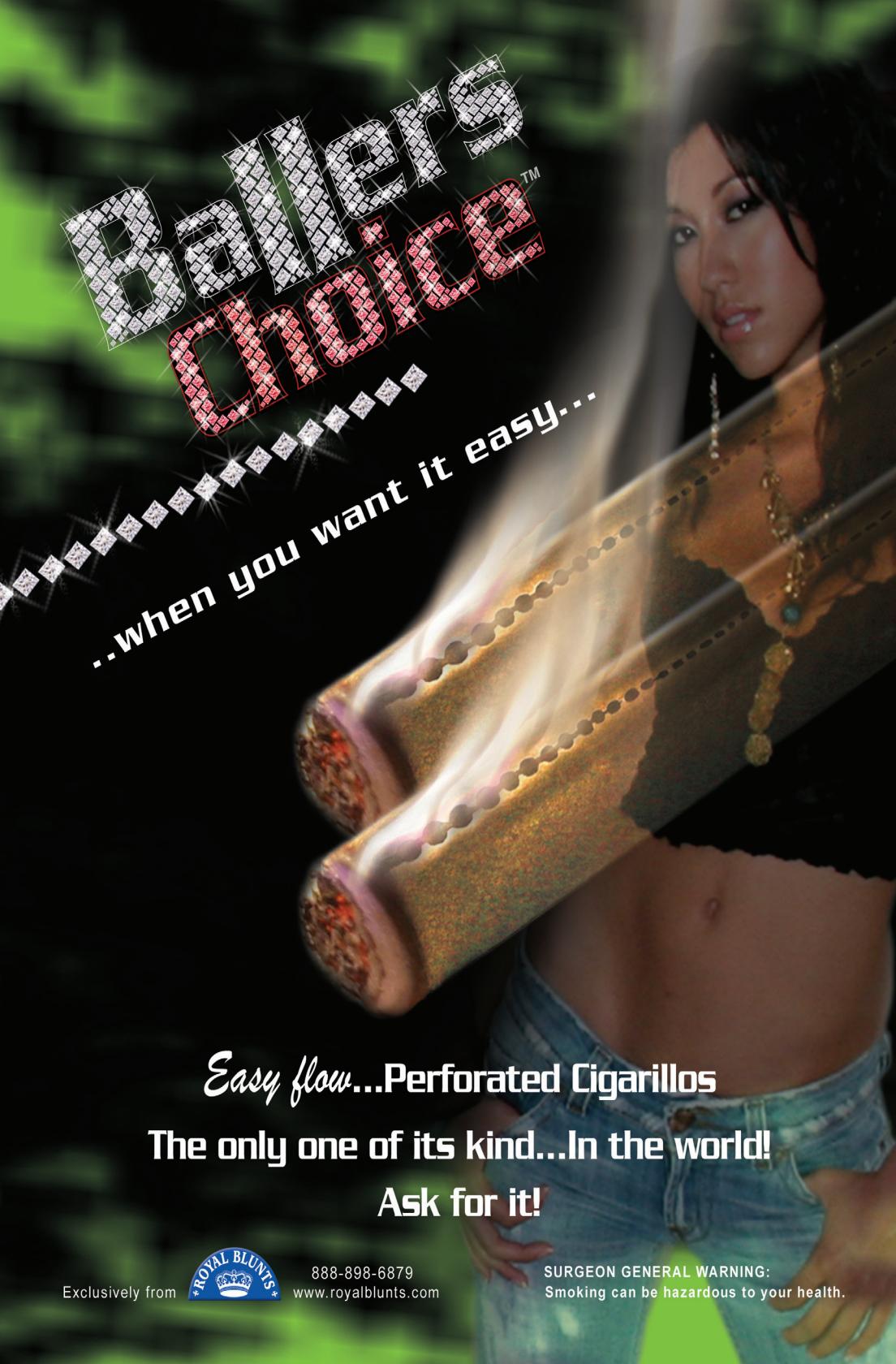


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