



"Some hip-hop "struggle" stories are little more than contrived sagas designed to earn street cred: not Jair Dynast's. A former basketball star forced by a heart condition to give up the game, Toronto's Dynast relates his inspiring story over a smooth R&B backdrop, offering clear-eyed wisdoms at every turn." (Hip Hop Editor's Review Music.Downloads.com)

Immersed in the culture of Hip Hop since early childhood, Jair Dynast (pronounced Jah-air Die-nast), "One whom God Enlightened, Ruler of a Dynasty", never knew he had found his life's passion. After being forced to give up his athletic scholarship at South Plains College in Texas due to an unforeseen heart condition, *Hypertrophic Cardiomyopathy*, fate guided the standout point guard into the depths of politically driven street scripture.



His forthcoming solo debut album, **V.I.A.L.E.N.C.E.** showcases the prolific street poet's penchant for exploring "real life issues" with raw uncut passion through thought provoking metaphors and similes. Throughout the album, Jair delves into social commentary with emotionally driven narratives befitting the early days of our culture, overshadowed only by his epic hard hitting beats. He combines an inner city upbringing with his Caribbean heritage and category defying production.

Building on the success of his debut single, which peaked at #4 on the underground **Top 30** radio charts, Jair was given an opportunity to introduce "**Vicious**" and "**Pull Up**" from his soon to be released album at **CMJ25 Music Marathon** Showcase in NYC. Performing in September 2005 at the Bowery Poetry Club in Manhattan, to a sizeable crowd, he was very well received. Jair Dynast's new singles, "Vicious" and "Pull Up" are the setup joints for the album, **V.I.A.L.E.N.C.E.** that is scheduled for release on **September 26, 2006.**

V.I.A.L.E.N.C.E. is an acronym that stands for **Vicious Ignorance Amounts to Little Except Negative Consequences N' Expression.** The album is chalk full with 18 sonic gems ranging from introspective narratives, to head nodding concept tracks, to club banger lyrical expose'. **V.I.A.L.E.N.C.E.** is an eclectic blend of hip hop sub-genres and Jair's varying deliveries that will prove to be a breath of fresh air for Hip Hop while tackling the issues of poverty and violence, among others affecting our inner cities.

One song, "Can't Wait" from the **V.I.A.L.E.N.C.E.** album has already made an impact, becoming the theme song for a new 13-part T.V. mini-series, "*Make Some Noise*", currently broadcasting on the *C.B.C. Television Network*. The track addresses the apathy that most young people have towards voting. Jair uses his gritty, metaphor-laden delivery to inspire his community to be educated about politics and get involved in the voting process.

On "The INtro", Jair cleverly illustrates his tremendous writing talents, along with his "switch blade flow" using words beginning with "IN" to introduce his audience to his art. The narratives "Change" and "Profiling", give us an in-depth look at his life growing up in the inner city; while the concept track "My People" finds Jair Dynast tracing his bloodline from the west coast of Africa to present day. "Vicious", "Spread Love" and "GoRiLLa War" explore some of the darker aspects of society while "Converse" and "Keeps Callin'" discuss personal love and loss.

Lyricaly, Jair Dynast takes us back to the days when Hip Hop was pure while sonically moving the culture forward with his innovative approach to production.

One phrase best describes the album **V.I.A.L.E.N.C.E.** – "it's poetic commentary on life".

V. I. A. L. E. N. C. E. track list:

1. The INtro
2. Vicious
3. Tekin' Ova
4. GoRiLLa War
5. Converse
6. Ignorant
7. Change featuring Azaria
8. Promise
9. Profiling
10. Feelin' Like a G
11. Watch it
12. Pull Up
13. Can't Wait
14. That's us
15. Keeps Callin'
featuring Azaria
16. Spread Love
17. Crying Empty
18. My People



All Tracks Produced by:

JaiR Dynast

Executive Producer:

Hazel Thornhill

Artwork Design by:

3Dsign Media

Photography by:

Maya Washington

V.I.A.L.E.N.C.E. Street Date: 09.26.06

To download JaiR Dynast's
Media Kit please visit:

<http://www.jairdynast.com/mediakit.htm>

In the Media Kit you will receive Hi Res. Press Photos, Album Artwork and JaiR Dynast's
Biography in word doc format.

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eMultimedia Group



JAIR DYNAST – FACT SHEET

Occupation: Lyricist/Producer

Record Label: eMultimedia Group, Inc.

Management: Hazel

Album: V.I.A.L.E.N.C.E. (*Vicious Ignorance Amounts to Little Except Negative Consequences n' Expression*)

Current 12 inch: "Vicious"; "Pull Up" dual single 12 inch (eMultimedia)

Debut 12 inch: "SnakeEyes" w/b "Struggle" 12 inch – April 2005 (eMultimedia).

Artist Website: <http://www.JairDynast.com>



Accomplishments:

September 2005 – Selected to perform at one of the CMJ25 NYC Music Marathon Showcases at the Bowery Poetry Club in Manhattan.

August 2005 – "Can't Wait (*Apathy Is Boring*)", a song to be featured on the V.I.A.L.E.N.C.E. Album was chosen and licensed for a new 13-part Omni Film Production Series, "Make Some Noise", scheduled for broadcast on *CBC T.V.* (www.MakeSomeNoise.tv)



"Make Some Noise" is an exciting new television series that showcases the inspiring and innovative accomplishments of young Canadians and features the unique & compelling stories of young people who are literally changing the world.

May 2005 – "Snake Eyes" peaked at #4 on the Rapattacklives (*The Underground/Grassroots Hip Hop Industry standard*) National Top 30 Hip Hop charts after 8 weeks on the chart. Jair held the #4 spot for two consecutive weeks. Jair Dynast is living proof that a talented and determined indie artist can compete and hold his own amongst stiff competition.

May 2005 – "Snake Eyes" peaked at #4 on the RapNetwork "Record Breakers" National Top 30 Hip Hop charts after 8 weeks on the chart.

May 2005 – Jair has written a song, "Can't Wait", for the "Apathy is Boring" project and their compilation CD. The record speaks to youth from impoverished communities urging them to get involved in the democratic process.

April 2005 – "Snake Eyes" is the #2 and #3 most added song on Rapattacklives and RapNetwork respectively.

July 2004 – Jair Dynast signs an exclusive recording and production contract with eMultimedia Group, Inc. to release 5 albums and produce future eMultimedia Group recording artists and projects.

Press Quotes:

"Some hip-hop "struggle" stories are little more than contrived sagas designed to earn street cred: not Jair Dynast's. A former basketball star forced by a heart condition to give up the game, Toronto's Dynast relates his inspiring story over a smooth R&B backdrop, offering clear-eyed wisdoms at every turn." (*The Hip Hop Editor's Review of "Struggle" – Music.Downloads.com*)

On "Curriculum Vitae" Jair Dynast "sounds both bitter and content at once". "His story of hardship might be more compelling than Kanye West's jaw-wiring personal drama". In spite of being a producer album, the "a cappella opener and closers "Militant" and "Life Value" prove, he can in fact flow". (*All Music Guide*)

As a producer, Jair Dynast has been described as "Almost riot inciting, on some anti-G8 gathering/power-outage rowdiness", "simply off the chain". (*HipHopCanada.com*)

Featured artist on *Rap4abuck.com*.

Radio Interviews:

The "Heatwave Mixx Show" on Hot103 (KHQT) in La Cruz, NM; "Fat Beat Hip Hop Radio Show", Croatian Karlovac Radio, syndicated in Croatia; "B-Boys Underground" & "Open Mind" on WAIF 88.3 FM in Cincinnati, OH

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JAIR DYNAST – DJ COMMENTS

Below are comments from various radio DJs from across the United States discussing Jair Dynast's first solo 12 inch single "SnakeEyes" with the b-side "Struggle":

"Banger!!!! Lyrics and production plus hook is on point!!!!!!"
DJ Menace, Ft Lauderdale, FL

"Real Dope!!!"
Chilly C –KHDX, St Louis MO



"Good track to get up and boogie 2, or even to cruise 2"
DJ S.A. –KHQT, Las Cruces NM

"This shit is off the chain. Struggle is an extra hot song. Beat is bumping too."
Thomas –KMSA, Grand Junction CO

"The production for Snake Eyes is pretty dope!"
J Tyme –KMIH, Seattle WA

multimedia group

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