

ROOTS RHYMES COLLECTIVE

MARKS 50 YEARS OF HIP HOP & LAUNCHES ITS PLATFORM TO AMPLIFY HIP HOP CULTURE'S LEGACY

[Toronto, Ontario, Canada, August 11, 2023] - The Roots Rhymes Collective, a social enterprise made up of a group of artist-educators, announces the launch of its initiative to preserve and amplify the legacy of Hip Hop by working with the architects who built the culture from the ground up. Founded in the spring of 2023, Roots Rhymes Collective began with a love for the culture and each of its five elements (deejaying, breakdancing, graffiti writing, emceeing, and knowledge of self).

Roots Rhymes Collective's announcement comes on the 50th anniversary of Hip Hop culture which was born in the Bronx, New York City, and has since become a global expression of art, social activism, business, commerce, education, media, and storytelling. Hip Hop undeniably changed the world, healed and uplifted global consciousness and pushed forward dialogues of social justice against formidable entrenched systemic oppressions. The Toronto scene has made important contributions to Hip Hop's global development and it is important to highlight this city's building blocks while simultaneously bridging the gap between the culture's many generations.

In its inaugural year, Roots Rhymes Collective will contribute to the chorus of Hip Hop's many celebrations by co-presenting our forthcoming series We Do It For The Culture: A Hip Hop at 50 Event Series with Hart House (at University of Toronto) and The Urban (at York University). Spanning the fall of 2023, the launch and keynote event kicks off September 23, 2023, with the educational event series centering the voices, experiences, and contributions of the culture's architects. With formats ranging from panel discussions, professional development workshops, artist masterclasses, and exhibit talks - audiences can expect to hear from those who built Hip Hop's foundation and transformed the world as we know it.

Confirmed guests include K-Cut of Main Source, Dan-e-o, and Keysha Freshh with more announcements to come. Visit the We Do It For The Culture: A Hip Hop at 50 Event Series page for up-to-date events, guests, and programs. Come along and ride on a fantastic voyage through the five elements.

For media and partnership requests , please contact:
rootsrhymescollective@gmail.com

About Roots Rhymes Collective

Roots Rhymes Collective (RRC) is a collaborative social enterprise committed to preserving and amplifying Hip Hop's legacy and capacity for social change, prioritizing the culture's architects, and bridging the gap between the culture's many generations. Founded in 2023 by a group of artist-educators, Roots Rhymes Collective focusses on building a multigenerational network of Hip Hop heads through public facing programming, archival preservation, and Hip Hop based approaches to knowledge production and teaching pedagogy.

For more information on Roots Rhymes Collective, visit:
rootsrhymescollective.com