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Local Rapper and Cancer Survivor Hosts Debut Album/Birthday Party

WHAT: Seany Records announces the Urbalist Album Release Party/Birthday Celebration. On November 11, Seany Urban recording artist Urbalist will be celebrating the release of his debut album *Cancerous Flow: Lyrical Journal* at The Crossroads in Garwood, N.J. In addition to the festivities of the Urbalist album release, all in attendance will also be joining in the celebration of Urbalist's 30th birthday.

WHEN: Thursday, November 11, 2010
9:00pm-2:00am

WHERE: The Crossroads, 78 North Avenue, Garwood, New Jersey, 07027

WHY: NJ hometown boy, Jesse Hershkowitz, aka Urbalist, overcame cancer and is now pursuing his career in music. His debut rap/hip-hop album *Cancerous Flow: Lyrical Journal* shares his harrowing journey, simultaneously highlighting his artistic talents and his courageous story. Urbalist is one rapper whose story goes beyond the stereotypical "thug life" to expose an even more formidable foe: cancer. In addition, the day of his release party will also mark his 30th birthday, a day he had once been told he might not live to see.

1 in 300 children will be diagnosed with cancer before the age of 20. Over 40,000 children and teens across the US are undergoing active cancer treatment. Our government provides severely inadequate funds for childhood cancer research. Urbalist's debut album will help bring much-needed awareness and inspire teens and young adults enduring their own battles with cancer.

MORE ABOUT URBALIST:

Urbalist, aka Jesse Hershkowitz, was born in Brooklyn, New York in 1980, before his parents eventually settled the family in NJ. When he turned 18, Urbalist moved to Providence, RI and linked up with local producer **8th** to form Infinite Impact Recording studio. It was in that studio that Urbalist began developing and refining his ear as a recording engineer. He also strengthened his writing and freestyle capabilities by joining forces with NJ rapper Moses "**Moe Mentum**" Hernandez.

The two formed the group **Hybrid H**, which toured around the Northeast, where they opened up for rap huge hitters such as Bad Boy Records' **G. Dep** and **Keith Murray** and **Erick Sermon** of the Def Squad. They also performed at old school rap legend Kurtis Blow's birthday bash in Harlem, NYC, which was hosted by **Kurtis Blow** and fellow hip-hop pioneer **Melle Mel**. Then, in his twenties, Urbalist moved to the blistering hot hip-hop mecca of the day, Atlanta. Just when everything was going smoothly for Urbalist, and his dream seemed to be falling into place, he was hit hard by the news that he had cancer. More info. at www.seanyrecords.com and www.urbalist.com.

MORE ABOUT SEANY RECORDS:

Seany Records, an independent record label, is comprised of producers, musicians, and industry professionals, who truly care about how each Seany Records artist feels, as the creative process unfolds. The inspiration for the formation of Seany Records, is Sean Robins, a courageous young man, who lost his 7-year battle with a rare pediatric bone cancer. With each CD sale and download, Seany Entertainment will make a donation to The Seany Foundation. More info. at www.seanyrecords.com and www.theseanyfoundation.org

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