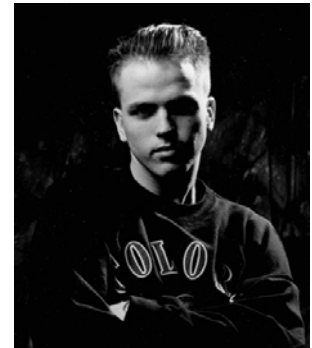


MC SHADOW

MC Shadow is a Canadian rap music pioneer, actor and producer. His 80's group **Get Loose Crew** were the first in the country to release an authentic hip hop record achieving international sales. He is also the first white rapper in Canada and second globally to the Beastie Boys. After a long hiatus, **MC Shadow** returns to the music world with a new song 'Resurrection', part one of a video trilogy and a planned short film.



Shadow first discovered his rhyming skills during impromptu 'rap battles' in his junior high cafeteria. It was an underground basement party (*similarly portrayed in the movie '8 Mile'*), that Shadow decided to establish himself as an international recording artist. Under their indie label *East Park Productions*, Shadow and his group **Get Loose Crew**, released their debut record in March 1988. It was initially available in Canada, but soon after was distributed and sold in the United States and throughout the world.

Chart success was achieved in May 1988, hitting number five with "Wannabe". MC Shadow shared the charts alongside industry icons '**Kool Moe Dee**', '**Eric B & Rakim**', '**Boogie Down Productions**', '**Grandmaster Flash and the Furious Five**' and '**ICE-T & Big Daddy Kane**'. After the group disbanded in 1990, Shadow pursued a solo effort as '**JUST ME**' teaming up with a local female R&B singer. This saw a dramatic shift from his roots in Hip hop and the growth as an artist into R&B and Dance music.

In 1994 MC Shadow was included in multi-track CD compilations 'Mega Dance Volume 1 (1994)' and 'America's Most Wanted Freestyle 94'. After a series of disappointments Shadow put down the mic. "I wrestled with staying in the industry and grinding it out, however, exploring life won out. The industry had changed and so had the music – a lot. There seemed to be a focus on big name US rappers and it of course made it harder to push through."

Fast forward to 2015 and MC Shadow is back in the game! With his heated rap lyrics, Shadow is creating music unlike anything else in the rap world, bringing together different musical genres. He credits bands like **Massive Attack**, **Evanescence**, **Portishead** and the **Arctic Monkeys** as musical influences for his new sound.

"The theme of the music on my new album is dark with a hint of noir-esque, but with peeks of a positive vibe. A sort of light illuminating through the shadows," said Shadow. "It's about the journey and exploration through life's disappointments, pain, and raw emotions. You come into the world on your own and go out similarly, but everything in between is a battleground. You can rise or fall but above all else perseverance is the true measure of existence."



MC Shadow is currently filming the remaining two videos in the trilogy. 'Lost', picks up where 'Resurrection' ends and immerses the viewer deeper into the story through a series of plot twists and another unforeseeable ending. The story concludes with 'Lullaby of Pain' and brings the viewers and characters to a finale with an ending no one could have predicted. The coming year will be crucial for Canada's original hip-hop pioneer in engaging with his fans and re-establishing himself in the music world.

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To view Part One of the trilogy 'Resurrection', go to: <https://youtu.be/EmXTrERWaC8>.

To view the Director's Cut for 'Resurrection', go to: https://youtu.be/q_DfGT2uYZ4.

MC Shadow Official Website: <http://www.mcshadow.ca/>

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