

Hip Hop and Business Worlds Collide to Motivate Urban Youth

“Making The Band’s” (MTV) Chopper and Kwame Jackson from “The Apprentice” (NBC) Join Forces to Promote New Line of Rap Snacks and Entrepreneurship Through Multi-City Promotional Concerts

CHICAGO, IL – April 29 (SEND2PRESS NEWSWIRE) – Bad Boy recording artist Chopper, a.k.a. Young City of the worldwide platinum rap group “Da Band,” recently signed on as the spokesperson for Rap Snacks Pork Skins and Cracklins, a new product line being launched by the Chicago-based Evans Food Group and Rap Snacks, Inc., headquartered in Philadelphia.



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Caption: Business expert Kwame Jackson, from NBC’s “The Apprentice”



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Caption: Bad Boy recording artist "Chopper" a.k.a. Young City.

On Saturday, April 30th, Chopper makes his very first promotional stop in St. Louis to promote the product and his forthcoming single and album (Bad Boy South). He will perform at The Vault. Joining Chopper will be Kwame Jackson from NBC's first season of "The Apprentice." Jackson, a successful business owner and highly sought-after speaker, will co-host the concert series in an effort to promote entrepreneurship among the urban youth expected to attend the events. Jackson recently closed a \$3.8 billion deal through his real estate company.

Rap Snacks, Inc. is a 10-year-old company headed by business man James Lindsay. Since 1994, Rap Snacks, Inc. has used popular rap stars and hip, positive phrases to sell chips to urban markets. Last year, the company reported sales of 3 million bags of chips per week, thanks to retail outlets and independent distributors in cities across the nation.

Chopper's photo is featured on bags of Rap Snacks Pork Skins and Cracklins, which are available in a variety of flavors. Also featured on the bags are motivational messages like "seize every opportunity," and "be who you are without shame." The new line of Rap Snacks Pork Skins and Cracklins is available in stores now.

Chopper gained popularity on P. Diddy's hugely successful MTV reality show "Making the Band." He went on to become the only artist to land a deal with the Bad Boy South record label.

More information: www.evansfood.com.

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