

THE IGIVE

Silencing the DreamKillerz

BY LILTERA R. WILLIAMS

The IGive is an accomplished independent spoken word artist, hip hop emcee, host and motivational speaker who aims to spread love through his passionate delivery of inspiring and motivational self-composed lyrics. He has mastered the skill of combining poetic elements with hip hop culture and soulful vibes to create his own genre of music that seeks to uplift fans and listeners with positive messages. "I want my music to pervade the senses with joy, thought-provoking inspiration, soul, and dance," he declared. That goal doesn't appear to be too far from his reach.

Three songs from The IGive's first official album, *Rhythm & Poetry*, held positions in the Top 10 hip hop/rap category on www.cdbaby.com for several weeks in 2010, and two of its singles received airplay on three different radio stations. The IGive hopes to surpass those accomplishments with his second studio album, *DreamKillerz*, a personal testimony dedicated to silencing the disbelievers and circumstances that aim to kill his dream of becoming "a voice that testifies to tenacious nature within the seat of the human soul that possesses the capacity to do good, be happy, and love genuinely and continuously."

As co-host of *The Cypher Open Mic Poetry & Soul*, Northeast Florida's top biweekly open mic spoken word event, The IGive frequently relishes in the positive atmosphere of encouraging hopefuls who are brave enough to share their talents with strangers.

EU recently got the chance to speak with The IGive about his musical evolution.



EU: How long have you been performing and how did you get started?

IG: I really began to take form around 2007 when I had a switch go off that this was attainable. I began hitting up the Imperial for the old *Hip Hop Hell* shows and Shantytown. I was also well received at spoken word open mic venues such as *Soul Release* at Boomtown and the old 9th & Main Café to perfect my craft as a lyricist until I was able to get original beats.

EU: How did you get involved with the spoken word poetry scene here in Jacksonville?

IG: I got a hit on MySpace about this event called *Soul Release*. I was received very warmly and fell in love with poetry ever since. About a year later I was asked to host another prominent poetry event called *The Cypher*, and it's been a marriage ever since.

EU: I recall you previously defining yourself as a "Spiricist." Do you think your message is more effective when classified as a poet or hip hop artist?

IG: It depends on what the audience at the venue is more accustomed to. Either way you get the same package. My fans call me a lyricist, not a poet or a rapper, and I think I'll stick with that.

EU: Which musical genre would you place yourself in when categorizing your sound?

IG: I personally consider myself to be my own original unique brand of hip hop that blends soul music, spoken word, and any element I'm in the mood for from R&B, rock, gospel, pop, dance, whatever. I like the backronym R.A.P. or R&P (Rhythm & Poetry), which is also the title my first CD. If I could turn The Roots, Michael Jackson, Stevie Wonder, Jill Scott, Common, Prince and James Brown into one definitive sound I'd say, "Yeah, that's me!"

EU: When and how was GiveLove Entertainment developed? What other artists are associated with the label?

IG: GiveLove Records, LLC, aka GiveLove Entertainment, is contrived of me, my brother from another mother, DJ Monsta, poet Kia Flow, and my R&B sister Takara Houston, along with supportive "family" members like Aja Jackson, Ryshina Wallace, Lori Sever, Kinshasa Cason, Michael and Leroy Robinson, and Felicia Toliver. We have a beautiful list of friends and affiliates who have assisted GiveLove to bring to the city of Jacksonville the best in urban entertainment from poets like Reformed Butterfly and Love Reigns, bands like Free Quincy and EvenStill, singers like Monica Monet and Dove Hagan, and emcees like Mr. Al Pete, Venny Dapadon, Francis and many more. GiveLove is both a record label and entertainment company and was started to, at first, build a hub and support system to facilitate my music through and expanded to be a solid foundation for young and talented artists to professionally express their artistic talents. We've produced thus far two CDs: my own, *Rhythm & Poetry*, and Reformed Butterfly's self-titled debut CD. I am releasing my second CD, *DreamKillerz*, under GiveLove Records, LLC, in association with SouthStyle Productions Music Group headed up by Rod Thornton.

EU: What is the significance of your alias, The IGive?

IG: "The IGive" is symbolic of my perceived mission in this world, to give what God has given me to the people of the world in hopes that it makes them and this world a better place. I started out rapping under the moniker 4-Eyez and I took the "four eyes" to mean "I give my heart, I give my mind, I give my body, and I give my soul." As I came into my own, I embraced "The IGive" as a symbol of love, peace, and hip hop for music lovers everywhere.

The IGive will be releasing his sophomore album, *DreamKillerz*, on GiveLove Records, LLC, in concert fashion on Friday, December 16 at Murray Hill Theatre. With production by SouthStyle Productions Music Group and featured performances and appearances by Joy Dennis, DJ and emcee, Mr. Al Pete, Monica Monet, Stillwater, and more. Purchase your ticket and get a free copy of The IGive's *DreamKillerz* CD upon arrival on the night of the concert. Tickets are now available at www.murrayhilltheatre.com. For more info, call 234-8896. For more information on The IGive, visit www.youtube.com/igive4life, www.reverbNation.com/theigive and www.facebook.com/theigive.

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