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REVISED RELEASE

## Da' T.R.U.T.H. To Be Featured In "BET News" Segment On "106 & Park"

Rapper Da' T.R.U.T.H. Pauses From the Kirk Franklin & Friends Tour  
To Speak With "BET News" About Gospel & Hip Hop

Los Angeles (May 16, 2006)—Following a successful run as a featured artist on **Kirk Franklin's HERO Tour** together with singing duo Mary Mary, **Da' T.R.U.T.H.** stopped by "BET News," during his brief respite before the **Kirk Franklin & Friends Tour** kicked off, to discuss an issue close to his heart as an Urban Missionary—the relationship between Gospel and Hip Hop.

The "BET News" segment will air at 6:40 pm on tomorrow, Friday, May 19<sup>th</sup> during "106 & Park"—one of the network's highest rated shows.

On the heels of receiving three 2006 Urban Gospel Alliance nominations for "Hip Hop Album of the Year"—**THE FAITH**, "Hip Hop Artist/Group of the Year" and "Hip Hop Male," **Da' T.R.U.T.H.** resumed his rigorous travel schedule on May 12<sup>th</sup> with the launch of the second-leg of Kirk Franklin's national tour—Kirk Franklin & Friends. The new tour dates will allow **Da' T.R.U.T.H.**'s fans in markets not traditionally targeted by major concerts to experience him live. **EURWeb.com** said about his performance on the HERO Tour, "...**Da' T.R.U.T.H.**...got the party started with a hip-hop/gospel hybrid set of songs that could easily rival some of today's established secular hip-hop acts—only with a profound message that could save a teens life rather than destroy it." Cities included on the Kirk Franklin & Friends Tour are Rochester, NY, Omaha, NE, Des Moines, IA and Macon, GA among others. The tour also plans to make a stop in New Orleans at the New Orleans Arena.

Urban music lovers will also be able to see **Da' T.R.U.T.H.**—who Kirk Franklin calls "the perfect marriage between the streets and the soul"—at the following upcoming select engagements this summer:

- **RePresent 06 Conference:** [www.timetorepresent.com](http://www.timetorepresent.com)
- **MegaFest 2006 Mega Youth Experience:** [www.mega-fest.com](http://www.mega-fest.com)
- **Impact 2006 Conference:** [www.impactmovement.com](http://www.impactmovement.com)
- **International Debuts:**
  - **South Africa**—The Joint Winter Conference [www.datruth.net](http://www.datruth.net)
  - **Australia**—The Big Exo Day 06 [www.thebigexoday.com](http://www.thebigexoday.com)
  - **Bermuda**—Bridging The Gap Convention [www.datruth.net](http://www.datruth.net)

A graduate of Philadelphia Biblical University and The Institute of Jewish Studies, **Da' T.R.U.T.H.**—born Emanuel Lee Lambert, Jr.—has been devoted to urban missions since the age of 16. He speaks nationally at churches and events across the country and has also performed before audiences of 100,000+ at Creation Fest and other major rallies. He's been mentioned in *Vibe* and *The Source* and featured in **Focus on the Family's Breakaway, R&R, Charisma,** and **CCM** magazines and a myriad of Gospel/Christian media outlets. His television appearances include **BET's "Lift Every Voice," TBN's "Praise the Lord," "Bobby Jones Gospel" and INSP's "Steelroots" and "Mixx Master's Lounge."** He is also a featured artist in **Christopher "Play" Martin's Holy Hip Hop** movie. For more information, visit [www.datruth.net](http://www.datruth.net) or [www.crossmovementrecords.com](http://www.crossmovementrecords.com).

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