



Da' T.R.U.T.H. Releases his Sophomore CD "The Faith"

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Is Hip Hop Making Jesus Cool? Mainstream Media Coverage Spotlights A Catalyst In Urban Music Sparking A Revolution of Morality Amongst Teenagers

Los Angeles—Hip Hop is undoubtedly the bellwether of our current society. Its influence is everywhere—the runway, Madison Avenue, mainstream music charts, every day lifestyles and even religion, as evidenced by the “Jesus is my Homeboy” t-shirt rage and Kanye West’s blockbuster hit “Jesus Walks.” Now, even Christian Hip Hop is seemingly becoming a media darling as mainstream outlets such as *Time Magazine*, *Vibe Magazine*, *Newsweek*, *The Source*, *Billboard Magazine*, *The New York Times*, *Philadelphia Inquirer*, *The Washington Post*, *PBS*, *BET Nightly News*, *WGN Chicago* and many others all tell the story of how ministers and churches are successfully harnessing the power of Hip Hop to spread the Gospel of Jesus Christ. **Cross Movement Records** artist, **Da' T.R.U.T.H.** is one such individual.

After passionately persuading listeners to choose Jesus with his smash debut CD **Moment of Truth**, Christian rapper **Da' T.R.U.T.H.** now seeks to spark a revolution of integrity, abstinence and morality by igniting and cultivating the faith of his listeners with his sophomore CD **THE FAITH** (in stores on September 13, 2005).

*“A perfect marriage between the streets and the soul, **THE FAITH** is Hip Hop at its finest representing the Lord Jesus Christ! The music, lyrical genius and hypnotic hooks all prove that we can be “in” not “of” this Hip Hop dominated world.”*—**Kirk Franklin**.

With a hard-hitting style that has become his trademark, **Da' T.R.U.T.H.** exposes the snares of a pluralistic society—where everyone is right and there are no absolutes. He challenges listeners to exercise their faith to the end that they are willing to die for what they believe in “**Legacy**”—a passionate and intense tribute to **Columbine martyrs Cassie and Rachel**. In his production debut—the controversial, gritty, rock-flavored “**Whose Team?**”—he sirens a call for accountability to an industry steeped in contradiction—saying one thing with their mouths but another with their lifestyles. In the *Da Vinci Code* inspired “**The Portrait**,” he tackles the blasphemous assertions posed in the bestselling novel and in “**On Duty**”—a snappy and hypnotic head nodder—he speaks of having a visible faith in a corrupt world.

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 ministry since the age of 16. A leader of the non-profit organization **Cross Movement Ministries**, 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 both *Vibe Magazine* and *The Source* and featured in *New Man Magazine* and a myriad of Christian and Gospel media outlets.

About Cross Movement Records

Founded in 1997, Cross Movement Records (CMR) has sold more than 500,000 records. Based in Deptford, NJ, CMR is distributed through BMG in the general market and Provident-Integrity Distribution in the Christian market. With eight highly anticipated releases in their 2005 pipeline, CMR continues to raise the standard of Christian Hip Hop. Earlier this year at the 2005 GMA Week in Nashville the label launched Why Hip Hop?—a multi-media innovative educational campaign developed to encourage the Christian community to embrace Hip Hop, the most influential music genre of the day.