SB / MEDIA RELEASE

SB Brings Conscious Hip-Hop, Live Performance and Cultural Education Together

Chicago-rooted, Austin-based recording artist builds on a career spanning acclaimed concert bills, original recordings and educational programming.

AUSTIN, TEXAS — SB is an independent hip-hop recording artist, songwriter, performer and cultural educator whose work combines hip-hop with elements of soul, jazz, R&B and rock. His artistic mission centers on awakening consciousness, inspiring personal transformation, preserving and advancing hip-hop culture, and bringing people together through music.

SB's recorded catalog includes the album *REVOLUSEAN* and songs such as "Reppin the GO (Soul Bounce Mix)," "So In Love With You (Spring Mix)," "U Got Me Singing" and "Fighting 4 The Future." His music and performances have also reached audiences through radio, television, film and digital media.

Onstage, SB has appeared on independently billed concert programs featuring notable artists including Common, Talib Kweli, Erykah Badu and Kanye West. At the inaugural MGD/Vibe Magazine *The Craft* Concert Series at Chicago's Park West, he joined Common and Amel Larrieux in a planned collaborative performance built around The Gap Band's "Outstanding," with hip-hop violinist Amir Bin Ari and a live band under the direction of Kern Brantley. SB recalls that D'Wayne Wiggins and Cappadonna joined the performers spontaneously during the concert.

Beyond recording and touring, SB developed R.E.A.C.H. (Revitalizing Education, Art, & Culture through HipHop), an educational program connecting hip-hop's artistic traditions with critical thinking, cultural history and creative expression. The program has been presented in college settings, including Lake Forest College.

SB's work has also included music placements in independent film and digital entertainment, appearances on WGN television, and contributions to national publications including *EBONY* and *JET*. These activities reflect a career that connects recording, performance, journalism and cultural education.

About SB
SB is a Chicago-rooted, Austin-based independent hip-hop artist, songwriter, live performer and cultural educator. His music and public work explore consciousness, personal growth, community and the evolution of hip-hop culture.

Media and booking inquiries
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