



BIOGRAPHY

While most artists prefer to repeat the same formula ad nauseam, Phoenix, Arizona's own New Millennium Man , otherwise known as **RoQy TyRaiD** (*pm. Rocky Tirade*) strives to advance himself in as many creative ways as possible, while adhering to the strict quality-code of "*dope beats / dope rhymes*". Whether he's effortlessly racing through aggressive beats, with the intensity of his execution only matched by the seemingly intrinsic ability to flow in and round each pocket; playfully expressing himself over light-hearted, soulful sounds; or using his unique ability at sprinkling social commentary in his work to spark dialogue and channel the human experience -- one thing is for certain: **CONTENT**. RoQy TyRaiD has mastered the art of molding lyricism and a perfected ear for beats into absolute standout material, leaving you immersed in a colorful world courtesy of his own vivid imagination.

Although first attacking the National Indie-Ground Scene in the Winter of 2011 with his acclaimed project **The New Millennium Man**, RoQy TyRaiD as we know him, was forged through years of grinding in the Southwest Region; selling thousands of cds hand to hand, building an understanding of the nature of a music grind whilst preparing to take his music National. It worked; starting 2011 through 2016, he has already captured the slots of numerous "best up- and-coming indie artist" lists on acclaimed web publications. Further cementing his name within this specific topic of conversation with appearances and placements on internationally recognized Hip-Hop segments such as Shade 45, The Wake Up Show w/ Sway , Wake The Flok Up, Redy Set Radio, Rhyme and Reason -- and plethora of other Hip-Hop Format watering holes. There is a reason why sites such as AllHipHop have listed him in their Top Artist of the Year lists, for the past four calendars. With national tours under his belt; festivals such as A3C, DillaDayLA '15 & 16, four years of SXSW, respectively; international festivals such as DooInIt Festival in France (2016), as well as consecutive weekly College Radio Top 5 placements for singles off the groundbreaking November release, *The Dichotomy of RoQy TyRaiD* , you can rest assured you've placed your chips on a true representative of today's generation. A fact emphasized by his recent partnership with Soulspazm Records, placing him amongst a roster of names such as DJ Premier, Exile, and Marco Polo. You can find RoQy on all popular digital streaming services, such as Pandora, Spotify, and Google Music. Head to Vevo for RoQy's newest visual singles!

Champion of the everyman, universally relatable, he is **YOUR** perspective. Golden era essence with a standout, contemporary edge: RoQy TyRaiD.... as he says... "The Culture Is Back!!"

SOCIAL MEDIA

* click icons to view RoQy's social media pages.

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/ www.thecultureisback.com



ACCOMPLISHMENTS

- Performance at AC3 Festival & Conference in Atlanta Georgia
- Headlined an 18 date US tour from August to September 2016.
- Main support for Mega Ran on a 15 date US tour from May to June 2016.
- Repeat coverage in HipHopDX including videos on HipHopDX's official YouTube channel.
- Performance at DillaDayLA Festival in Los Angeles CA.
- Live performance on the Wake Up Show with Sway.

MEDIA

