

**Mr. Lif**  
***I Heard It Today***  
**Bloodbot Tactical Enterprises**

Success and longevity have a weird way of putting out the “fire” that pushes artists to create music in the first place. With over 10 years in the game and countless singles, ep’s, and full lengths it would be easy to assume Mr. Lif has run his course. One listen to *I Heard It Today* should quell any doubts that Lif is as vital as ever.

Born and raised in Boston, Massachusetts, Lif broke-out with his *Enters The Colossus* EP (Def Jux 2000), establishing him as one of the most ambitious and forward-thinking MCs in the game. He further cemented this status with a string of acclaimed releases including the *Emergency Rations* EP, his Perceptionists project with MC Akrobatik, and the *I Phantom* and *Mo’ Mega* LP’s.

Tired of clichés, a culture in crisis, and a floundering economy, Lif stands apart as a new breed of MC appealing to listeners tired of hearing about the trivialities of hyper-consumerism and egomania that have infested hip hop culture and society. Based on the strength of his releases and relentless live show, Lif has been featured by *MTV*, *Rolling Stone*, *SPIN*, *The NY Times*, *Entertainment Weekly*, and *XXL* among others.

While touring to support "Mo' Mega", Lif's tour bus driver fell asleep at the wheel, causing the bus to swerve off the road and drop 40 feet into a boulder laden ravine. Lif claims that "the injuries I sustained that night and the adversity I've faced in the years following have increased my strength immeasurably". *I Heard It Today* reflects this increased strength, displaying a determination, focus, & conviction destined to shine in these tumultuous times.

Blending veterans Edan and J Zone with up and coming producers like Willie Evans Jr., Batsauce, Therapy, and Headnodic, Lif has created an album that speaks brazenly about the current political issues and agendas Americans and the global community are facing. Lif, however, turns these negatives on their head - using them in search of a healthier way of life, a way to achieve freedom and peace of mind through the power of the imagination.

"A rapper as incisive as early-nineties X-Clan and far more crucial in these depoliticized times" -**ROLLING STONE**

"Lif and learn. Boston's reflective rhyme warrior, Mr. Lif opens minds with an open mic. He is one of alt-hip hops hottest commodities" -**ENTERTAINMENT WEEKLY**

