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For Immediate Release

BAY AREA: OG MCs AND DJs GET iDENTIFIED

*It's time that somebody spark a conversation with
the folks who wear classic Hip-Hop on their shoulders.*



The 41510 Brand is to the Bay Area what the Yankees' "NY" is to New York. After 13 years of iDentifying Bay Area Hip-Hop, History, and Home, the San Francisco Bay Area based 41510 Brand Products & Apparel introduces their "OG T-shirts Series". The 41510 "OG T-shirts Series" is designed to pay homage to Classic DJs and Rappers (OGs DJs & MCs) who form the foundation of Bay Area (BA) Hip-Hop culture. Each design, printed on American Apparel fitted shirts, features 6 simple letters that say so much about so many artists who have dedicated their life to the crafts of DJing and MCing.

Three "OG" designs have been released for Men and Women with more concepts in the vault.

1. OG | BA | MC
2. OG | BA | DJ
3. OG | SF | DJ (special design in orange ink for the SF faithful.)

Over 13 years, The 41510 Brand Products have been purchased and worn by many well known residents of the Bay Area including: Former. Oakland Fire Chief Daniel Farrell, Chuy Gomez, Sana G, DJ Juice of CORE DJs, Singer Malika Ubaka, Rap Artist Rinnessy of Mactivity Productions, Rap Artist The Jacka, Comedian Daniel Dugar, and many clients famous only to The 41510 Brand.

The 41510 Brand, founded in 1998, gets its name from a combination of major telephone area codes of the San Francisco Bay Area at the time. 415 = WestBay. 510 = EastBay. 41510 = Entire Bay Area under one brand. The goal was to create logo-driven shirts, caps and tracksuits for rap artists and frequent travelers from the Bay Area to identify Home while touring. Again, The 41510 Brand is to the Bay Area what the Yankees' "NY" is to New York.

Their uniqueness is in their graphic designs and longevity. They have always kept The 41510 Brand approach classic and simple, in effort to remain in their customer's rotation long after fads have gone. All artwork for The 41510 Brand Products is designed by the founder Trav Lyrics who is also Y•B•B•I (Ya Brotha Black Ice of Richmond, California) an OG BA MC also Professional Graphic Designer since 1995.

All designs available online inside The Travlyrics Company flagship cafe:
'Travlyrics-On-Demand' (aka T-on-D)

Please visit:

The 41510 Brand Products & Apparel

(a division of The Travlyrics Company, LLC)

www.41510.com

www.Travlyrics.com

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