

for us in the aspect that they are going to play the videos over and over again.

**MM** Much [Music] is giving you love but overall do you think that they don't give enough coverage of hip hop with only RapCity and Da Mix?

**Choclair** They could do more but they definitely stepped up from before. They are playing a lot more hip hop in the middle of the day and in the middle of their flows. They are helping to support it up a little bit but we still got a long way to go are we're gonna slowly get there.

**MM** You've had big ads in The Source (a prominent American hip hop magazine) last month and this month, and this month you and Kardinal are both in the Single File. Does that justify your guy's hard work?

**Choclair** I feel justified just when I see people walk up to me and be like "Chocs, I like your album, I love your album." That kinda gives me more gratification than the ads. These are people who really appreciate it, the people who line up just to say hi. I mean that is the stuff

that really gets to me. **MM** Has it helped having been in Unsigned Hype (a section in The Source that features unsigned artists)?

**Choclair** That was a long time ago but it definitely did help. People were like "Yo Chocs was in the Source." Not too many people from Canada have been in The Source. So that helped but I think these new videos will help a lot more. We're trying to make everything blow up.

**MM** What were your major hip hop influences growing up?

**Choclair** I never had just one. I was into so many different styles of music that I just kinda bounce off everything. From Def Leopard to Quiet Riot, Bon Jovi, Beastie Boys, Run DMC and Public Enemy, everything kinda shapes me up.

**MM** Do you think that there are differences between

Canadian rappers versus American rappers? **Choclair** A little bit. Our experiences is different so I think it reflects in the music. I think that's where everything is a little bit different. And also just the way our slang is. On my record we only used up two samples on the whole record. What we try to do is compose music, like hip hop music, and that's what we try to do. I think that's what gives it a distinct sound.

**MM** March 14<sup>th</sup> is Ice Cold's release date in the States. How do you expect it to go?

**Choclair** I don't know, I really don't. I'll be happy if I just make a dent in the wall. I would love for it to go [well] but I'm not going to be disappointed if it doesn't go platinum over there. You know we got more things coming down there.

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