



# humble bea**st**.

Alert is something truly special and I'll tell you why. Everything that this young band has accomplished in it's short 2 years of existence has not been a result of the bands' doing. It didn't come from following the rules the "*industry*" has laid out for bands to obey. It didn't come from plastering the internet with viral videos or clever promotional tricks with our logo on it. Actually, it came from doing the opposite- giving everything away. From the music, to our plans, to our gifts to our passions.

Below you'll read everything Alert is passionate about. From creating relevant, creative and Christo-centric music to preaching, teaching and training others to do the same.

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Birthered from an ideal of passions past, Boogalu & Moral One left behind the industry hype, label deals and blog buzz for a different approach to hip hop music: Kingdom minded success. The past 8 years have had the pair in various groups and crews; playing everything from youth groups and parking lots to sold out clubs and European festivals. But things are different now. Focuses have changed. Priorities are clearer.

Their musical roots cross all genres, from Ruben Blades to The Roots; Rich Mullins to Madlib, Boogalu and Moral One cut and paste their influences to create music that can't be labeled- and the results are clear as day. The solo debut from Boogalu [also] titled Alert is an aural mural of live instrumentation, classic drum breaks and new school synths- a fitting musical bed to declare God's redemptive salvation.

Then May 2010 saw the release of Indian Colors, 30 minutes of rightly distinct hip hop music about the amazing work God is doing in India. In December of 2009 Boogalu left on a sudden trip to India and came back with songs of transformation, prayer and martyrdom. Musically scripted by moral one using Bollywood soundtracks and Indian funk- Indian Colors is a record Boogalu & Moral One weren't looking to make, but thus far it's the duo's proudest work.

Since the beginning its been a goal of Alert to build a close-knit band of brothers- and now Boogalu and Moral One are supported by Dan "Boom" Jones on the bass and AJ Alvarez on guitar. Taking the music and ministry further then the two could ever take it on their own. The 4-man team creates something truly special and unique that's not

seen in Hip-Hop today; and it's witnessed when they take the stage and when you hear the music. Boogalu, Moral One, Boom and AJ are now in the studio creating the first fitting full band effort for Alert, and as expected- its something that you have never heard before.

Download Alert's latest record "Red Opus 45" [here](#).

Watch Alert's music video for their single "All I See Is Red" [here](#).

Visit Alert on the web at <http://humblebeast.com/artists/alert/>

As you'll see from the links above, Alert is apart of a unique collective of artists under the label name called Humble Beast. To find out more of what Humble Beast is about go to [www.humblebeast.com](http://www.humblebeast.com)

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More than just being a band thats apart of a label, Alert desires to work in all of the gifting's and passions that they believe God has gifted them in.

Alert is available and willing to operate in:

- Music Performance
  - Preaching
  - Teaching & Training
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For more information regarding Alert, please contact:

Esteban Shedd  
[boogalu@humblebeast.com](mailto:boogalu@humblebeast.com)  
773.307.4047

Aaron Lopez  
[moralone@humblebeast.com](mailto:moralone@humblebeast.com)  
773.727.3150

Thank You.