

**“ProQuo” To Release Debut, *INSTANT BROTHERHOOD* on July 16th, 2021
Via Sony Orchard/ Family & Friends Ent. / Freedom Corner Brand/ D.i.M.E.**

Boston, MA— July 2, 2021 —The new electrifying rap duo, **ProQuo**, has announced it has completed a deal with Mississippi based, Freedom Corner Brand, to release its debut album, ***INSTANT BROTHERHOOD***, aka iBHood, via independent music distributor **The Orchard -- a subsidiary of Sony Music Entertainment**. The single and video for “Final Fire” ft. p.s. perkins, produced by Larsy Vegas (Netherlands, Amsterdam), were released on Friday, July 2, 2021, via a partnership that brought ProQuo and iBHood into the family of **Freedom Corner Brand** artists distributed by **Family & Friends CEO**, Sin Crawford, via Sony Orchard.

ProQuo consists of native Massachusetts wordsmiths—**Professor Lyrical & Jay “Quokane” Cruz**. Pro is a Boston Hip Hop luminary and University Professor who earned a BS and MS in his home city at UMass-Lowell and later earned a doctorate at Northeastern University in Boston where he taught for several years as an Assistant Professor before accepting an Associate Professor position at HBCU—UDC in the nation’s capital. Quo is an established solo rap artist and US postal carrier who is originally from Leominster, MA and now resides in Derry, NH. Jay Cruz, a former 401k specialist for Fidelity, provided the impetus for the *INSTANT BROTHERHOOD* album and movement (#iBHood) after curating a fleet of fifteen international and domestic “Newbap” producers and artists with a belief in his music and a similar ideology rooted in unity during the Covid-19 global pandemic. Pro & Quo are the co-hosts of The ProQuo Show—a webcast airing Fridays-9pm EST via www.HipHopCitizen.com, a livestream network founded by business partner Juan Mack, MBA.

The album cover work was designed by Quo’s talented brother Josh Silva of CityLimitz Art and features his handmade caricatures of Pro & Quo and each producer on the album together in a circle. Quo and Josh Silva’s cousin, Tim Morrill is also a designer working behind the scenes to help develop more superhero inspired artwork that lends itself to the ProQuo vision and concept behind the album and duo. Quo states, “Family, brother and sisterhood are everything and this album is the epitome of that and captures perfectly my original vision for how it should be.”

Pro & Quo speak regularly on the importance of education and, reflective of the times, will be featured speakers and performers on the evening of the release at 7:30pm via the social media app Clubhouse (on behalf of *Education Matters* for its STEAM Camp Live!). Their performance and ensuing discussion are part release party and part question & answer session on how their respective careers have led to an appreciation of the need to incorporate arts like graphic design and comic/superhero/Hip Hop culture into STEM disciplines to attract more people into STEAM, especially those from underrepresented populations. The album is also profanity free.

FOR MORE INFORMATION ON PROQUO & iNSTANT BROTHERHOOD:

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