

BIOGRAPHY:



SOL GUY

Influential Canadian Music Producer, Social Activist & Host of 4REAL

Sol Guy has been a significant contributor to the rise of Urban Music for more than a decade. His combined experience of running an independent label, artist management, producing, consulting, and full-time employment at major record labels has provided him with a well-rounded view of the music industry.

Guy has worked closely with some of the highest profile black music artists of our time including Lauryn Hill, P. Diddy, India Arie, The Roots, Outkast, Dead Prez, B.I.G. and The Wu-Tang Clan.

His life took a fateful turn in 2001, when he was invited to Sierra Leone by Warchild Canada as a featured guest in the award-winning documentary *Musicians In The War Zone*. Guy witnessed the tragedy of war first-hand and saw potential for artists to raise awareness on global social issues. This life-changing experience propelled him out of the music industry and onto a mission to bridge the gap between social activism and entertainment.

Guy is now focusing all of his experience and expertise on new areas of mass media. His mission is to use music, film, television and hip-hop culture as a vehicle for change, promoting self-love and empowerment for global youth. His recently formed multimedia company, Direct Current Media, combines socially relevant and commercially viable content to achieve success in progressive social change and economic empowerment for those involved.

Guy has a long-standing history of community service and youth empowerment. He has brought his message to schools, jails and communities around the world. Over the past two years, he has traveled extensively, connecting with youth leaders around the world to find ways to connect their work and be a conduit for change.

His vision has been captured on film and television with the creation of the 4REAL television series, which airs on MTV in Canada and globally on the National Geographic Channels International. 4REAL takes celebrity guests such as Eva Mendez, Cameron Diaz, Joaquin Phoenix, Eva Mendes, Mos Def, Casey Affleck, K'Naan, and Flea of the Red Hot Chili Peppers, on adventures around the world to connect with young people who, under extreme circumstances, are affecting REAL change. Those affected are the REAL heroes of our time. The show inspires audiences to see their own potential and their ability to affect real change in their own communities.