It is easy for major recording labels to find and sign a run of the mill want-to-be superstar who sings the same songs and raps the same raps as the next performer. It is a sad fact the trend in mainstream hip-hop music is, as long as you sound good in autotune and can write about drinking and sexual exploitation you’re golden. Music That Matters wants to rewrite history and set the industry on its head.

Music That Matters wants to take the genre back to its glory days when songs and rhymes came from the soul and had genuine meaning. Founder Will Jones formally the owner of Pacific Northfresh Studious, wants to give young artists who understand that music is an artistic expression and not just a way to become famous, a chance to make it to the top of the charts and help the world rediscover true hip-hop and songs with meaning. Music That Matters can provide artists with all the promotional tools required to make sure all the right people get a chance to hear their music.

Music That Matters will ensure that the artists name is known in the Northwest and that they will be the topic of conversation amongst industry tastemakers. Music That Matters is able to work directly with Universal Records providing the artist a unique opportunity to be groomed by an industry leader.

Music That Matters first artist and Seattle native Shyan Selah has had his single “Hollywood Blvd” reach the top of the college radio charts. The song tells the tale of the Hollywood lifestyle and how easy it is to become lost in the glitz and glamour. After working with music that matters Shyan is now in the process of inking a deal with Universal Bungalo records.