

SHAWN DA GENERAL

ELECTRONIC PRESSKIT



DA GENERAL



SHAWNDAGENERAL



SHAWN_DA_GENERAL



BIOGRAPHY

Shawn Da General was born Shawn Hill Jr. on April 14, 1988 in Washington Park, IL. Shawn grew up in impossible surroundings but was immediately called to the church. He spent much of his youth as a traveling youth pastor throughout the midwest region. His age & charisma made him relatable to young people in the Christian community. As he gained more popularity, the stigmas, the judgemental nature of many religious authorities, & losing friends to violence drove him out of the spotlight. He joined his friends in the darker life of the streets. As his life got darker, so did his music. With rising notoriety on the other side of music, Shawn began feeling conflicted. His heart belonged to the church still. While finding the balance between his love of making music and spreading the word, he began writing more inspirational music. He was able to travel and perform with Christian music veterans like Dwight Stone & Willie Moore Jr. as part of their Young, Fly, & Saved initiative during the early 2010s. While his music was flourishing, he also got married and had his first child, a son. During that time, Shawn strengthened his spirituality and joined the popular Faith Church in St. Louis. He then began performing again during the church's many musical productions. That time on stage restored his desire to make his own music. On June 28, 2019 he released his first official album, The Peace Tape. The process of finishing a project after so many years off left him energized. Less than a year later, he returned again with In Spite Of... as his second album. The second album is a testament of his trials and his dedication to his faith. Throughout his life Shawn has been battle tested and remained a believer in God. He's walked the line & been through the fire. He's still standing in spite of it all. He's won the war. Stripes intact.



DA GENERAL

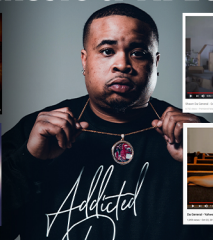


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MUSIC & VIDEOS



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A photograph of Shawn Da General performing on stage. He is wearing a bright yellow t-shirt with the text "Much Better" and the number "09" on it. He is holding a microphone to his mouth with his right hand and gesturing with his left hand. The background is dark with some light patterns.

ACCOMPLISHMENTS

2017

Member of Faith Church Music Ensemble

2018

Released "The Peace Tape" as first official album

2019

Voted best S.L.U.M. Fest Alternative Hip Hop Artist

2020

Released second album, "In Spite Of..." and official music video to the lead single "Grind & Pray"



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FOR BOOKINGS

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