

THE END OF THE WORLD - "Press Release" as posted on DaSouth, Holy Culture and Z180 Radio

According to several sources, the official "doomsday" prophecy points to December 21st, 2012. This is a prophecy that stems from the Mayan calendar, and has been speculated among many scholars and religions over the years as the actual end of the world as we know it. This "Mayan" prophecy has been so widely accepted as the true and final "end of world" date that in 2009, Sony Pictures Entertainment backed a major movie production centered around this long-foretold date of disaster. Actors John Cusack and Danny Glover were just two of the A-List stars that graced the silver screen for this \$200 million production. With all things considered, the date of December 21st, 2012 is obviously a pretty big deal in the eyes of this world.

But here's the problem: The one and only TRUE and reliable source tells us a completely different story about the end of days. If you trust in the Bible, the true and written Word of God, then you are among many brethren who can trust that come December 21st, 2012, absolutely nothing will have changed. The sun will come up on the 22nd. People will eat their breakfast and go about their daily routines and life as we know it will continue on, just as it always has. Yes according to the Bible, this is not how it is supposed to end. And furthermore, "no man knows the day or the hour" (Mark 13:32, Matthew 24:36).

That being said, in the midst of all this speculation, an artist has come forth to deliver an album this December, which you will be able to download **FOR FREE** beginning on 12/12/12 (just nine days before the world "ends"). Matthew Slyman aka "Crucial" of Beat Lab 7 Productionz will be releasing a solo project titled "The End of the World". Many of you may know Crucial from his free "Beat Lab 7" mixtapes, which have featured many wonderful artists such as K-Drama, Braille, The Breax, D-Maub, Yaves "Street Pastor", Omega Sparx, Cutright, among others who ripped the mic over some of Crucial's finest beats and production. If you've been a fan of these mixtapes, then you're in for a real treat on December 12th.

From the album cover, to many of the song titles, you would think that this album is literally about the end of the world. However, as Crucial explains, "it's much deeper than that." The core message of this album is actually about ending the world.....in YOU. It's about our walk with Christ and how thru Him, we can overcome the world (1 John 5:4-5). It's about how God's Holy Spirit can live inside of us and help us to rid our souls of the worldliness that still reigns in certain areas of our lives (Ephesians 3:16, 1 Peter 1:2). It's about our struggles with the "old man", and how the flesh is constantly waging war with the spirit (1 Peter 2:11, Galatians 5:17). It's about fighting against our modern day culture and not conforming to the patterns of this world (Romans 12:2).

This album also reaches out to the sinner, pleading with them to consider Christ as their only hope in this lost and dying world, which eventually WILL pass away (Luke 21:33, Revelation 21:1). After all, nobody is promised tomorrow. Anybody's world could come to an end at any time within the next 24 hours. Crucial's ultimate desire is to use this album to provoke the hearts and minds of many people as they contemplate this so-called "end of days" prophecy. If you appreciated Crucial's boldness and transparency on his last solo project "The Hard Truth", you will definitely enjoy songs like "The Old Man" and "Breaking Away". With songs like these, Crucial goes out on a limb in exposing his own struggles, while encouraging others to stay in the race and no matter what, to never lose the great hope that we have in Jesus Christ. As Christ followers, we are ALL a great and mighty work-in-progress.

So come December 12th, run to [www.crucialbeats.com](http://www.crucialbeats.com) to download your **FREE** copy of this new album. Consider it an early Christmas gift....and be sure to tell others about it as well!