EST.
H.I.M
1986
HUSTLEISMANDATORY

BIOGRAPHY

Hustle Is Mandatory is exactly that and there is no other way around it. Based out of Los Angeles, CA by way of Midland, TX and Malvern, AR. He has been on the independent music grind working in and out of multiple industries to provide the finance needed to keep his dream alive but never quitting and never folding under the pressures. He graduated from Los Angeles recording school and opened his first studio (DANA'S ROOM) in 2015 in Pacoima, CA. WorKing as a artist, producer and engineer, HustleIsMandatory is giving the world his life and (POV) through his music, combined with complex instrumentation and Real life story-telling.

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VIDEOS

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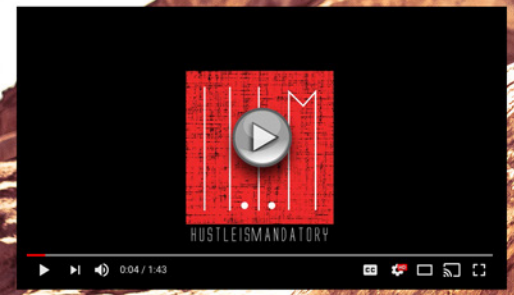

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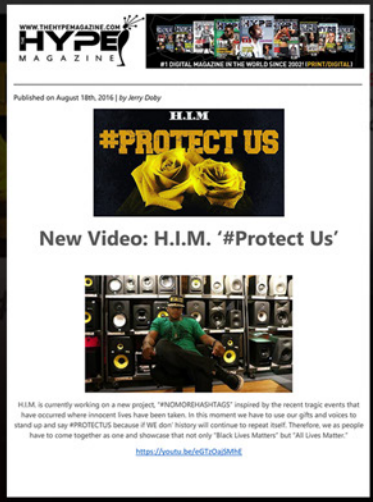

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Published on August 18th, 2016 | *by Jerry Doby*

H.I.M
#PROTECT US

New Video: H.I.M. '#Protect Us'

H.I.M. is currently working on a new project, "#NOMOREHASHTAGS" inspired by the recent tragic events that have occurred where innocent lives have been taken. In this moment we have to use our gifts and voices to stand up and say #PROTECTUS because if WE don' history will continue to repeat itself. Therefore, we as people have to come together as one and showcase that not only "Black Lives Matters" but "All Lives Matter."

https://youtu.be/eGTzOaSMhE

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NEW HOLLYWOOD TALK

(c)2017 pc:AbbySingleton|Westpoppn)

MK PR Presented H.I.M first Annual Awareness Celebrity Basketball Sneaker Drive at the **East Valley High School** in North Hollywood,CA Featuring **DJ Hozer & Michelle from power 106 POWER 106 FM** Radio had it lit with **Live Performances**, Raffles, and **Celebrity** Guests Appearances . . (Uptop) Cast of **LOVE & HIPHOP** – Celebrity Producer **A1 Bentley**, (Singer/Songwriter) **Lyrica Anderson**, & Lyrica's mom "Lyrica G" –

H.I.M AWARENESS

Atlantic Recording Artist **JEVON DOE** (left) and **Recording** Artist H.I.M. "Hustle Is Mandatory" (Rt) hits the **Red Carpet**. **Jevon Doe & H.I.M both performed during half time** at the Celebrity

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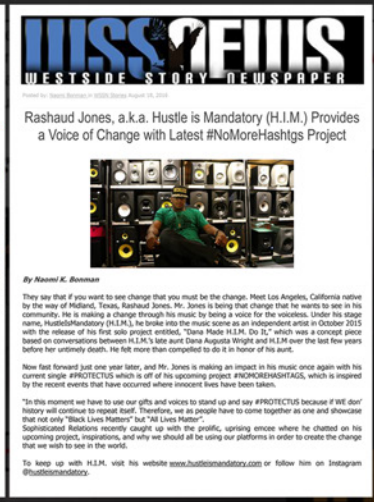

WESTSIDE STORY NEWSPAPER

Rashaud Jones, a.k.a. Hustle is Mandatory (H.I.M.) Provides a Voice of Change with Latest #NoMoreHashtgs Project

By Naomi K. Bonman

They say that if you want to see change that you must be the change. Meet Los Angeles, California native by the way of Midland, Texas, Rashaud Jones. Mr. Jones is being that change that he wants to see in his community. He is making a change through his music by being a voice for the voiceless. Under his stage name, HustleIsMandatory (H.I.M.), he broke into the music scene as an independent artist in October 2015 with the release of his first solo project entitled, "Dana Made H.I.M. Do It," which was a concept piece based on conversations between H.I.M.'s late aunt Dana Augusta Wright and H.I.M over the last few years before her untimely death. He felt more than compelled to do it in honor of his aunt.

Now fast forward just one year later, and Mr. Jones is making an impact in his music once again with his current single #PROTECTUS which is off of his upcoming project #NOMOREHASHTAGS, which is inspired by the recent events that have occurred where innocent lives have been taken.

"In this moment we have to use our gifts and voices to stand up and say #PROTECTUS because if WE don' history will continue to repeat itself. Therefore, we as people have to come together as one and showcase that not only "Black Lives Matters" but "All Lives Matter".
Sophisticated Relations recently caught up with the prolific, uprising emcee where he chatted on his upcoming project, inspirations, and why we should all be using our platforms in order to create the change that we wish to see in the world.

To keep up with H.I.M. visit his website www.hustleismandatory.com or follow him on Instagram @hustleismandatory.

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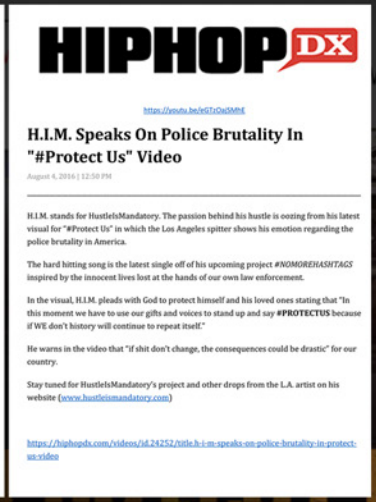

HIPHOP DX

https://youtu.be/eGTzOaSMhE

H.I.M. Speaks On Police Brutality In "#Protect Us" Video

August 4, 2016 | 12:50 PM

H.I.M. stands for HustleIsMandatory. The passion behind his hustle is oozing from his latest visual for "#Protect Us" in which the Los Angeles spitter shows his emotion regarding the police brutality in America.

The hard hitting song is the latest single off of his upcoming project *#NOMOREHASHTAGS* inspired by the innocent lives lost at the hands of our own law enforcement.

In the visual, H.I.M. pleads with God to protect himself and his loved ones stating that "In this moment we have to use our gifts and voices to stand up and say **#PROTECTUS** because if WE don't history will continue to repeat itself."

He warns in the video that "if shit don't change, the consequences could be drastic" for our country.

Stay tuned for HustleIsMandatory's project and other drops from the L.A. artist on his website (www.hustleismandatory.com)

https://hiphopdx.com/videos/id.24252/title.h-i-m-speaks-on-police-brutality-in-protect-us-video

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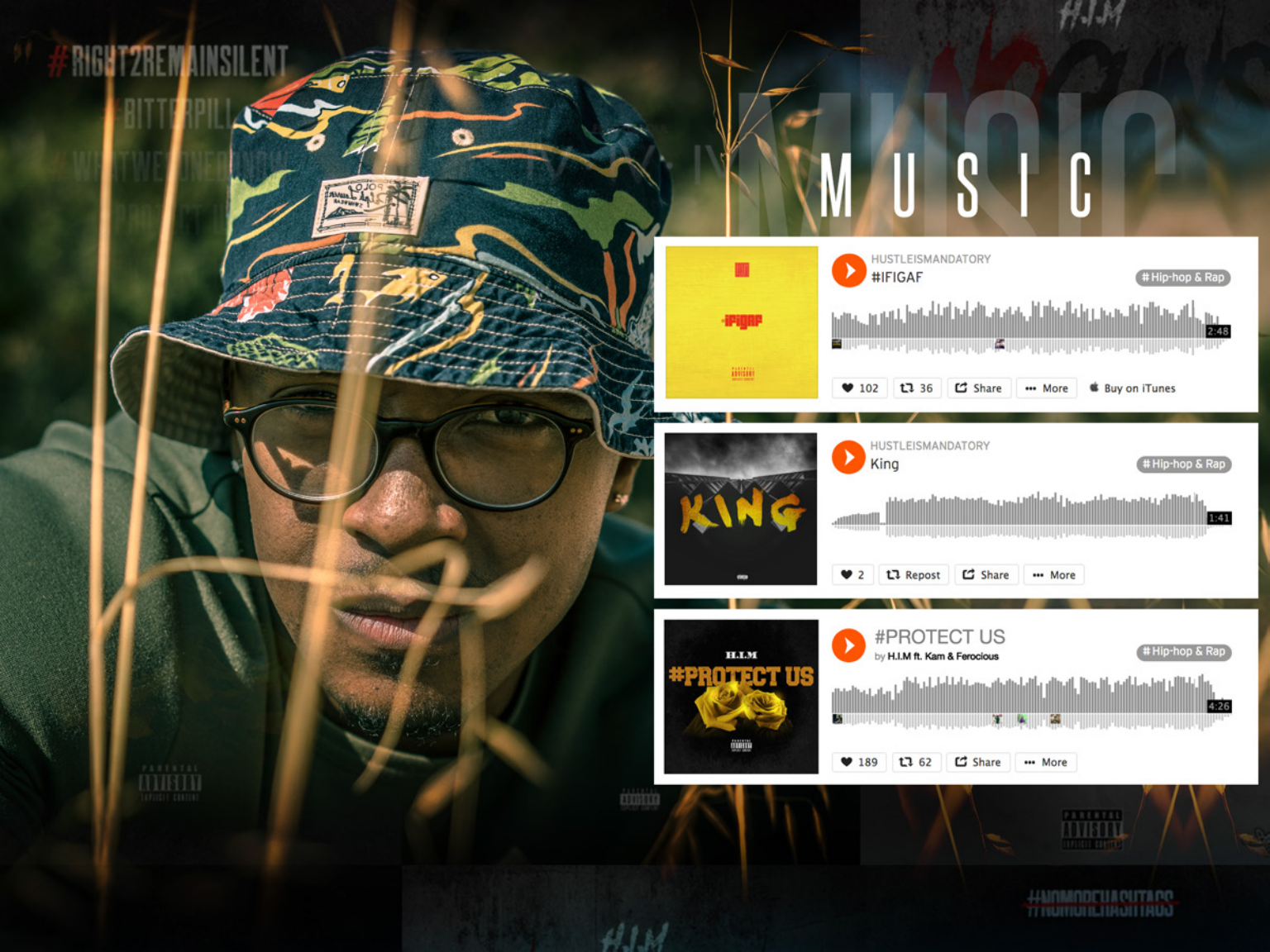
#NOMOREHASHTAGS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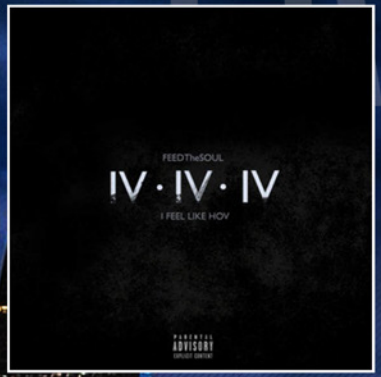
PROJECTS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H.I.M
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#WHATWEGONEDONOW
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