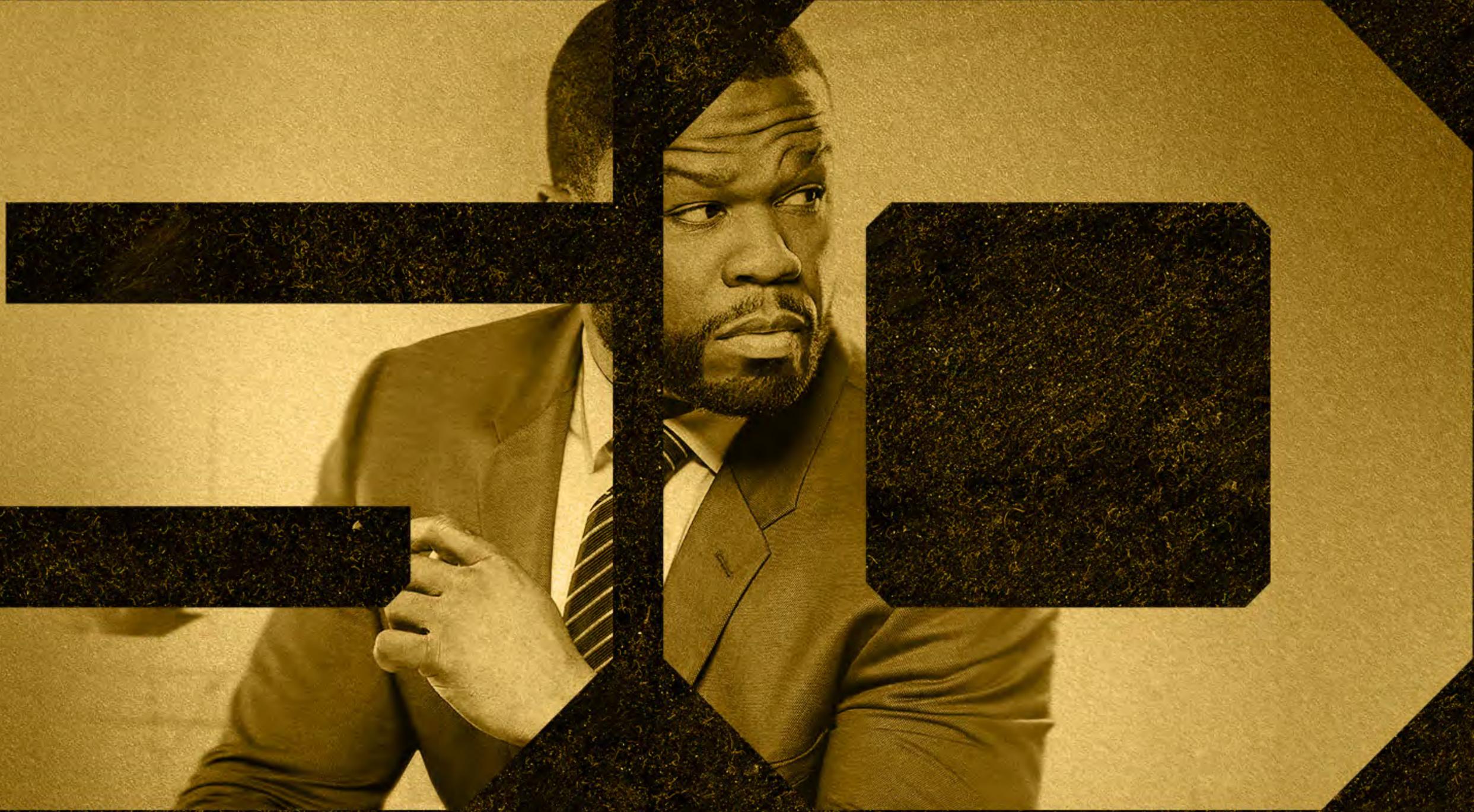


THIS IS
THE
MOMENT





CONTENTS



01 *THE INTRODUCTION*

02 SOCIAL REACH

04 *THE ARTIST*

06 ALBUMS

09 TOP 5 SINGLES

10 MUSIC AWARDS

11 WORLD RECORDS

12 PERFORMANCES

14 *THE ACTOR*

16 FILM & TV NUMBERS

17 TOP 5 GROSSING FILMS

18 FILMOGRAPHY

19 *THE PRODUCER*

20 G-UNIT FILM & TELEVISION

21 G-UNIT STUDIOS

23 SERIES HIGHLIGHTS

28 50 CENT ACTION CHANNEL

29 G-UNIT AUDIO

30 FILMOGRAPHY

31 *THE ENTREPRENEUR*

33 VITAMIN WATER

34 SIRE SPIRITS

43 PUBLISHING

44 G-UNITY FOUNDATION

48 *THE PRESS*

49 TOP PRESS

63 TALK & LATE SHOWS

70 PUBLICATIONS



50 Cent,
born Curtis James Jackson III,
is an Emmy and Grammy
award-winning rapper, actor,
producer, director, author,
and entrepreneur.



SOCIAL MEDIA PERSONAL REACH

43
MILLION



31
MILLION



16
MILLION



13
MILLION



7
MILLION



110M
TOTAL
FOLLOWERS



SOCIAL MEDIA BUSINESS REACH





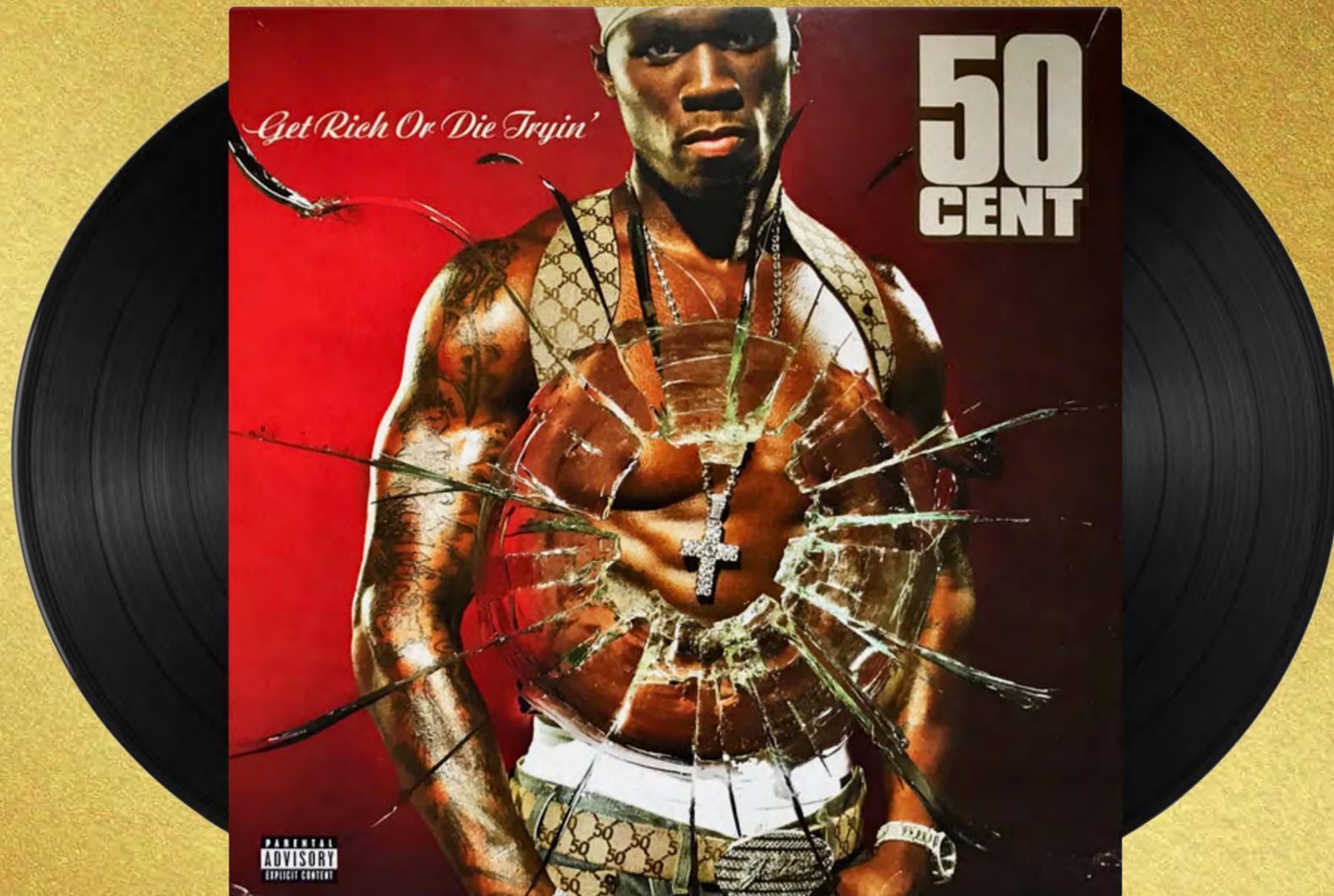
— ❖ — *THE* **ARTIST** — ❖ —

←→

Recognized as one of the most talented and prolific music artists of his time, the *Grammy Award* Winner rose to fame with his record-shattering debut album and has since sold more than *30 million albums* worldwide.

←→





GET RICH OR DIE TRYIN'

FEBRUARY 2003

INTERSCOPE / SHADY / AFTERMATH / G-UNIT

ALBUMS

#1

HIGHEST SELLING RAP DEBUT
ALBUMS OF ALL TIME

12 MILLION
COPIES SOLD

ALBUM OF THE YEAR
BILLBOARD AWARDS 2003

TWO #1 SINGLES
BILLBOARD HOT 100

ALBUMS

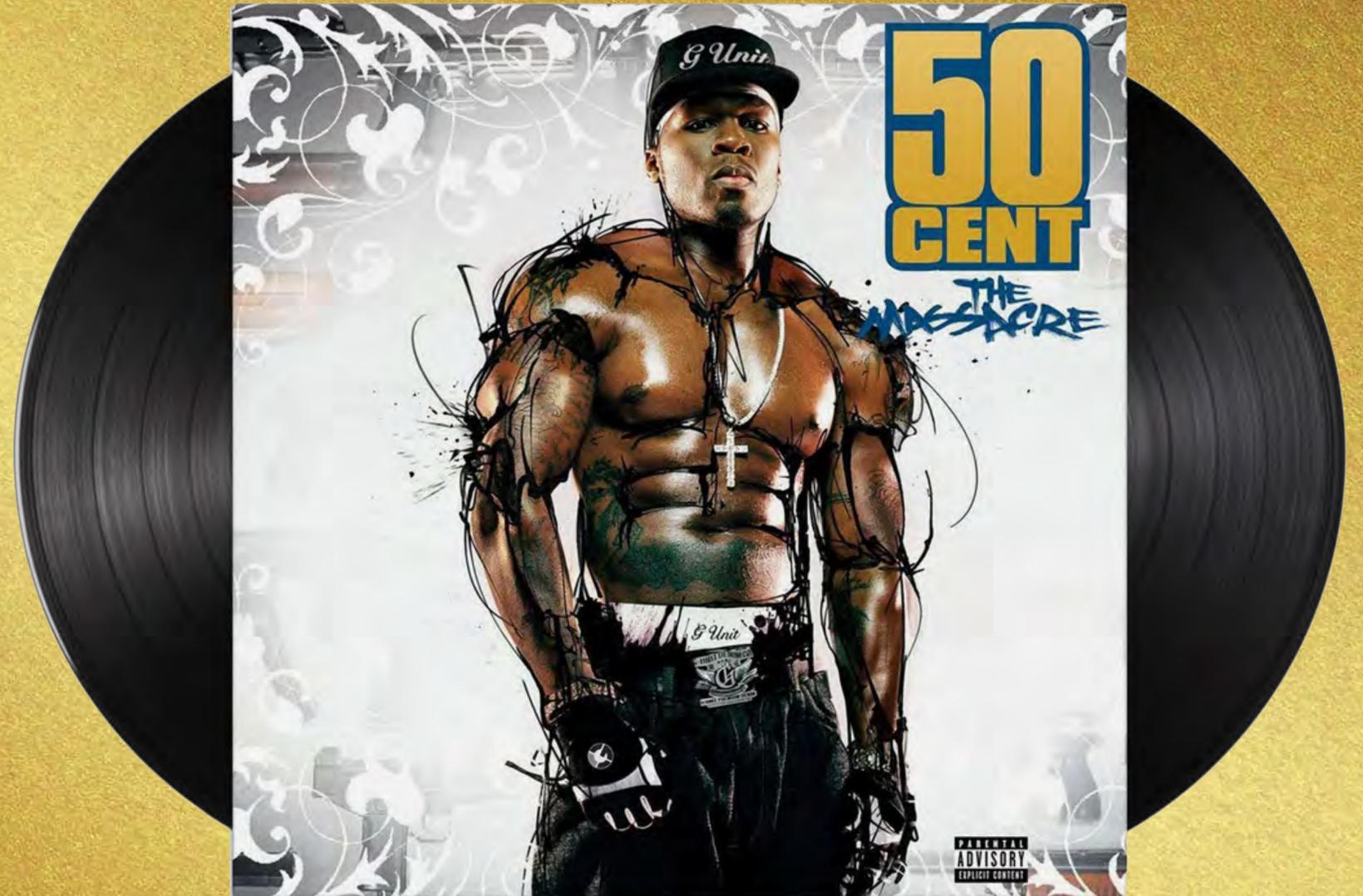
#15

HIGHEST SELLING RAP
ALBUMS OF ALL TIME

11 MILLION
COPIES SOLD

ALBUM OF THE YEAR
BILLBOARD AWARDS 2005

#1 SINGLE
BILLBOARD HOT 100

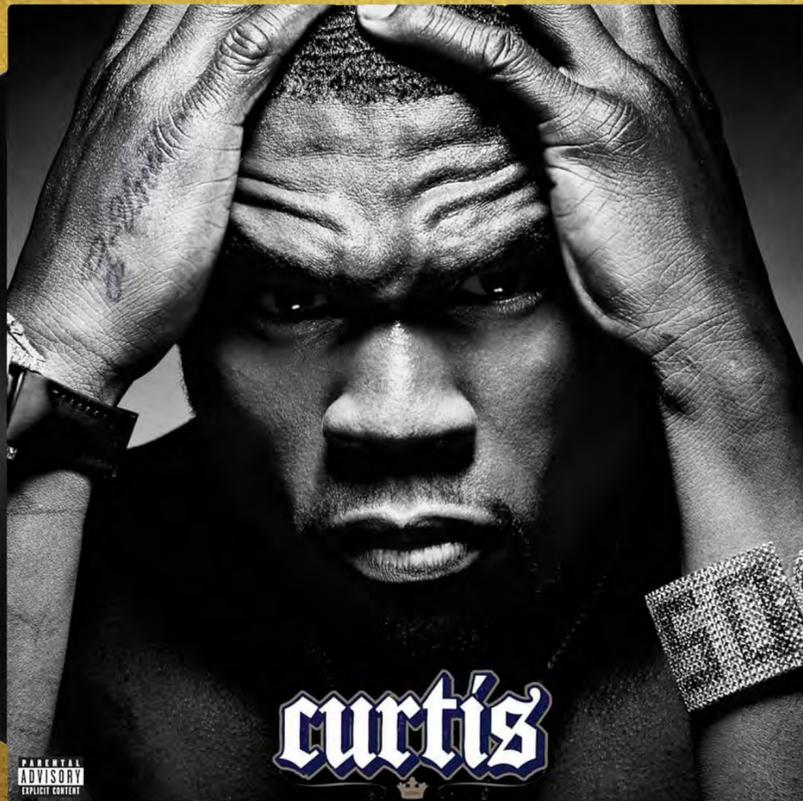


THE MASSACRE

MARCH 2005

INTERSCOPE / SHADY / AFTERMATH / G-UNIT

ALBUMS



CURTIS

SEPTEMBER 2007
INTERSCOPE / SHADY /
AFTERMATH / G-UNIT

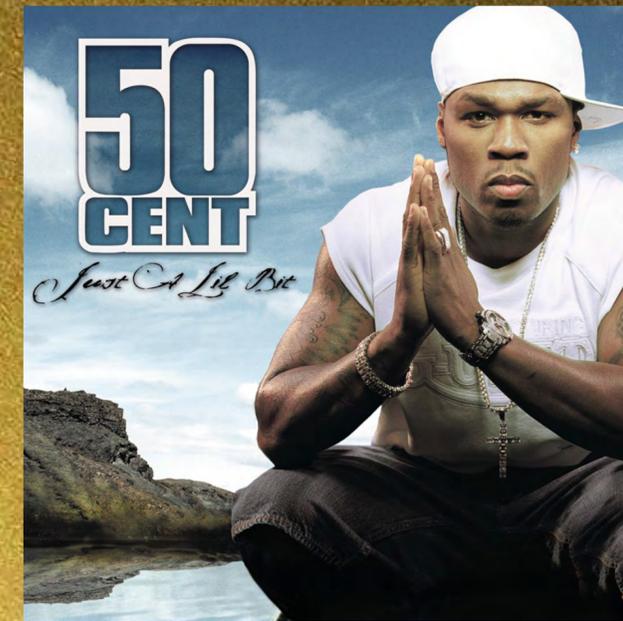
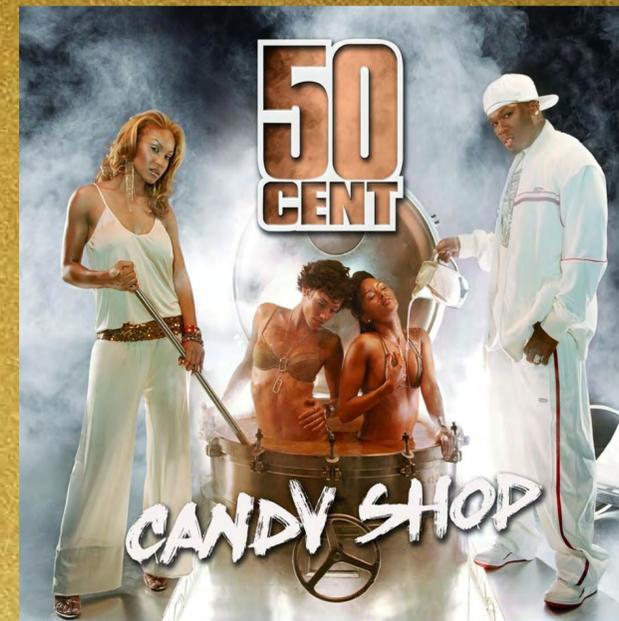
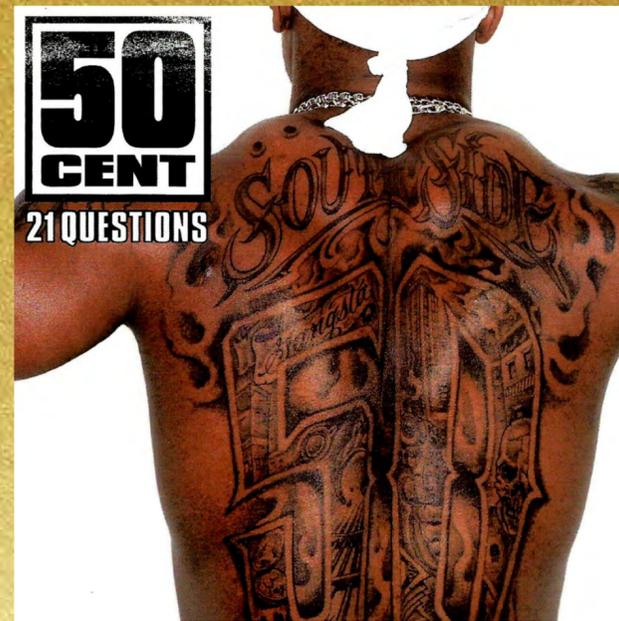
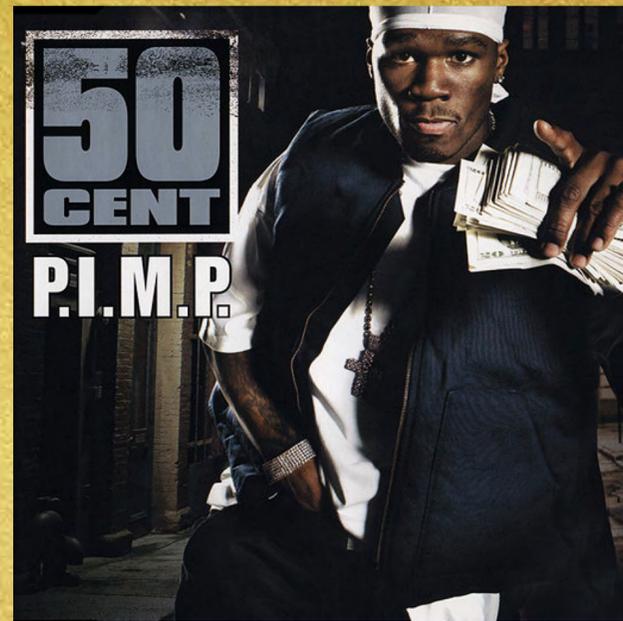
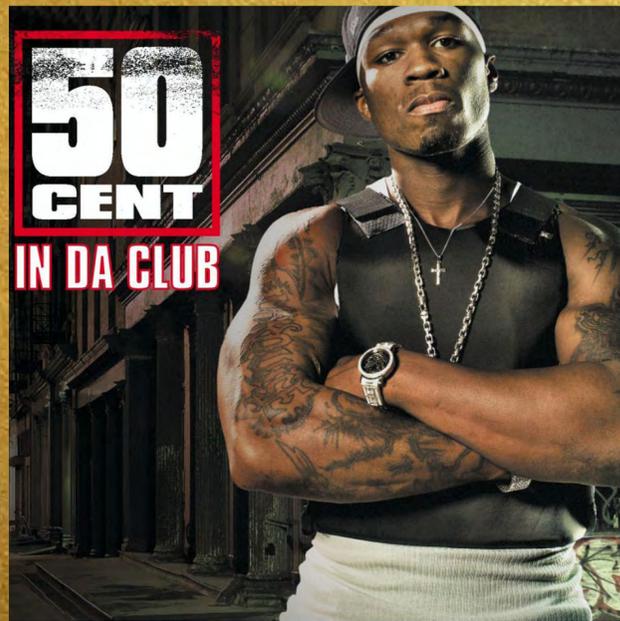
BEFORE I SELF DESTRUCT

NOVEMBER 2009
INTERSCOPE / SHADY /
AFTERMATH / G-UNIT

ANIMAL AMBITION

JUNE 2014
INTERSCOPE / SHADY /
AFTERMATH / G-UNIT

TOP 5 SINGLES



IN DA CLUB
JANUARY 2003

2B

YouTube

1.4B

Spotify

10M

COPIES SOLD

P.I.M.P.
JUNE 2003

648M

YouTube

711M

Spotify

3M

COPIES SOLD

21 QUESTIONS
MARCH 2003

578M

YouTube

607M

Spotify

4M

COPIES SOLD

CANDY SHOP
FEBRUARY 2005

928M

YouTube

891M

Spotify

5M

COPIES SOLD

JUST A LIL BIT
MAY 2005

530M

YouTube

527M

Spotify

3M

COPIES SOLD

MUSIC AWARDS



3 WINS
6 NOMS



11 WINS
11 NOMS



2 WINS
4 NOMS



4 WINS
14 NOMS



29 WINS
34 NOMS



1 WIN
3 NOMS



1 WIN
14 NOMS



3 WINS
3 NOMS



3 WINS
3 NOMS



6 WINS
8 NOMS



2 WINS
8 NOMS



6 WINS
10 NOMS

WORLD RECORDS



**SOLO ARTIST WITH THE MOST
SIMULTANEOUS TOP 5 HITS**

MARCH 2005

**ARTIST WITH THE MOST
SIMULTANEOUS R&B HITS (9)**

MAY 2003





PERFORMANCES



SUPER BOWL LVI PERFORMANCE



EMMY AWARD WINNER
OUTSTANDING VARIETY SPECIAL

112.3 MILLION
VIEWERSHIP

**MOST-WATCHED
SHOW IN 5 YEARS**
VIA [NFL.COM](https://www.nfl.com)



PERFORMANCES



FINAL LAP
TOUR 2023

1.2M
TICKET SOLD

103
SHOWS

35
COUNTRIES





— *THE* ACTOR —

↔

Jackson has leveraged his star power to cross over with unparalleled success as a lead actor as well as supporting roles alongside legendary actors such as *Al Pacino*, *Sylvester Stallone* and *Forest Whitaker*.

↔





NUMBERS



\$838M

TOTAL BOX OFFICE REVENUE

30

FILMS

31

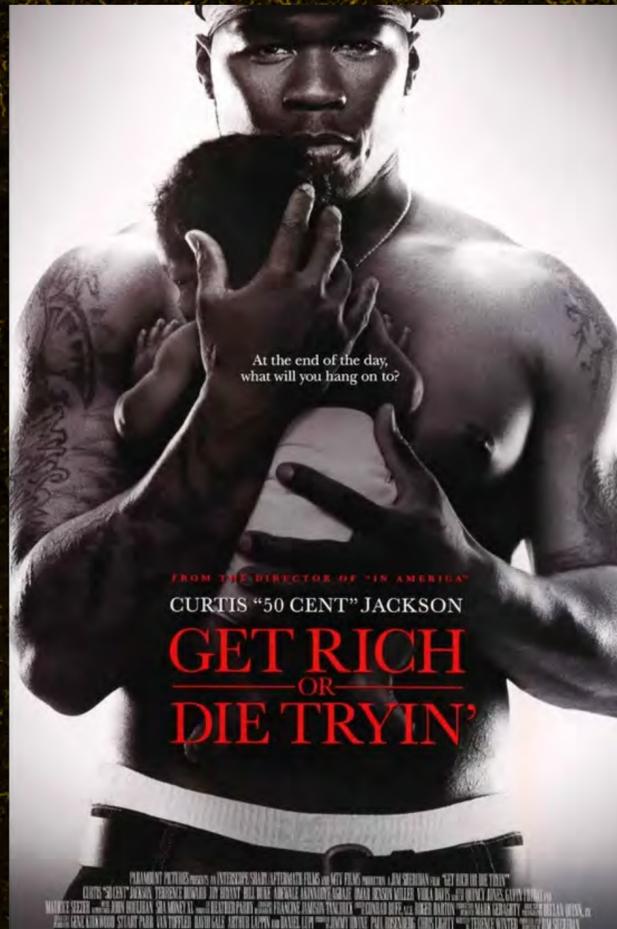
TELEVISION PROGRAMS

3

VIDEO GAMES



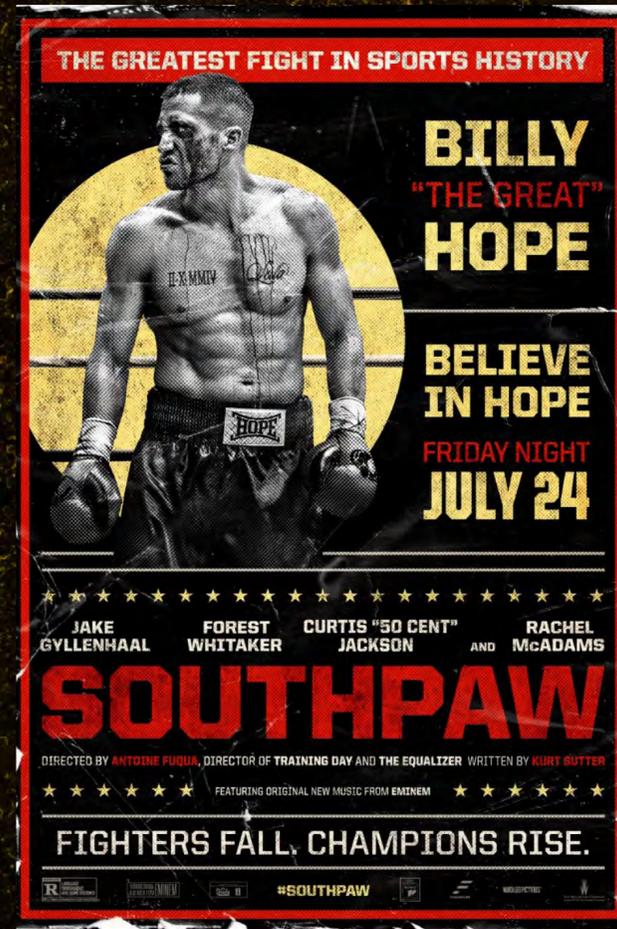
TOP 5 HIGHEST GROSSING FILMS



\$47M
**GET RICH OR
DIE TRYIN'**
NOVEMBER 2005



\$78M
RIGHTEOUS KILL
SEPTEMBER 2008



\$94M
SOUTHPAW
JULY 2015



\$80M
DEN OF THIEVES
JANUARY 2018



\$51M
EXPEND4BLES
SEPTEMBER 2023

ACTOR FILMOGRAPHY

2005

“GET RICH OR DIE TRYIN” / Marcus

2006

“VENGEANCE” / Black

“HOME OF THE BRAVE” / Jamal Aiken

2008

“RIGHTEOUS KILL” / Spider

2009

“STREETS OF BLOOD” / Det. Stan Johnson

“DEAD MAN RUNNING” / Thigo

“BEFORE I SELF DESTRUCT” / Clarence

2010

“TWELVE” / Lionel

“13” / Jimmy

“CAUGHT IN THE CROSSFIRE” / Tino

“GUN” / Rich

2011

“BLOOD OUT” / Det. Hardwick

“ALL THINGS FALL APART” / Deon

“SETUP” / Sonny

2012

“FIRE WITH FIRE” / Lamar

“FREELANCERS” / Malo

2013

“LAST VEGAS” / Himself

“THE FROZEN GROUND” / Clate Johnson

“ESCAPE PLAN” / Hush

2014

“VENGEANCE” / Black

“THE PRINCE” / The Pharmacy

2015

“SPY” / Himself

“SOUTHPAW” / Jordan Mains

2018

“ESCAPE PLAN 2” / Hush

“DEN OF THIEVES” / Enson Levoux

2019

“ESCAPE PLAN 3” / Hush

2022

“THE EXPENDABLES 4” / Easy Day



THE PRODUCER



G Unit

FILM & TELEVISION, INC

In 2005, Jackson founded *G-Unit Film & Television Inc.* which has produced a wide variety of content across numerous platforms and sold a myriad of shows to various networks.



G-UNIT STUDIOS

“Founding my own studio is the next step in my plan to expand G-Unit Film & Television’s output of premium, diverse, content across all media and to provide more opportunities for artists, crew members and more jobs within the community.”

- Curtis ‘50 Cent’ Jackson





G-UNIT STUDIOS

“Through my expansion of Shreveport , we aim to embody the spirit of conscious capitalism, focusing on creating jobs, stimulating commerce, and contributing to the economic growth of this vibrant community. Our vision is to make Shreveport a beacon of the entertainment industry, a place where creativity meets opportunity, talent meets mentorship, and stories come to life in ways that resonate across the globe.

- Curtis ‘50 Cent’ Jackson

POWER

UNIVERSE



FILM & TELEVISION

2ND MOST-WATCHED
CABLE SERIES

AFTER GAME OF THRONES

8 MILLION

AVERAGE AUDIENCE

6 MILLION

BIGGEST OPENING WEEKEND
AUDIENCE EVER FOR STARZ

NAACP
IMAGE AWARDS®

6 WINS

12 NOMS

FILM & TELEVISION

BIGGEST
OPENING WEEKEND
RATINGS RECORD
FOR STARZ

5.8 MILLION
VIEWERS OVER 3 DAYS



POWER BOOK II:

GHOST

POWER BOOK III:
**RAISING
KANAN**



FILM & TELEVISION

SETS RECORD AS
NETWORK'S MOST
HIGHLY ENGAGED
SERIES PREMIERE EVER
FOR STARZ

**BIGGEST
MULTIPLATFORM
PREMIERE
IN 2021**

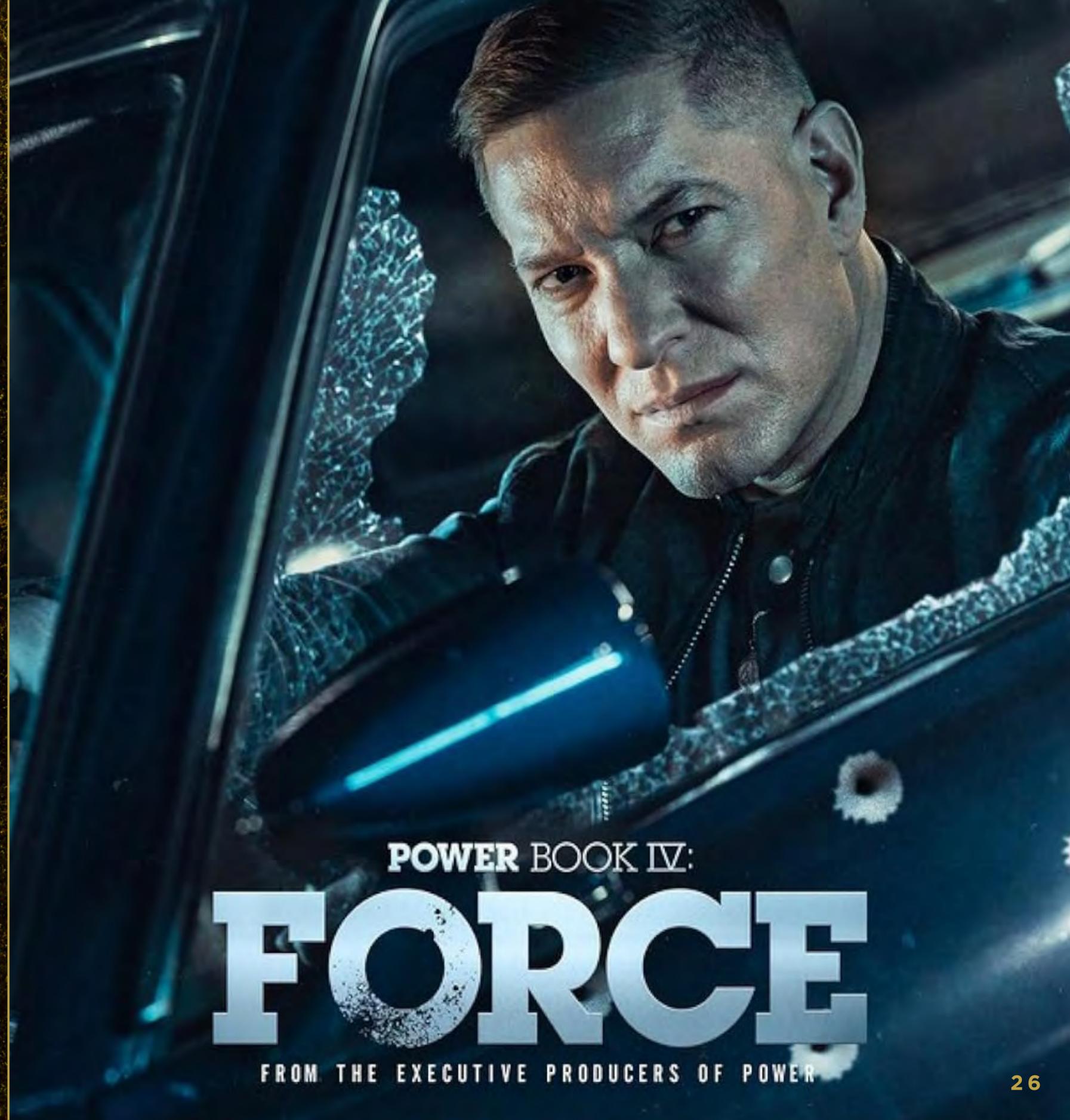
FILM & TELEVISION

HIGHEST RATED
SERIES DEBUT
PREMIERE

FOR STARZ

3.3 MILLION
MULTIPLATFORM
VIEWERS

FOR THE PREMIERE



POWER BOOK IV:
FORCE

FROM THE EXECUTIVE PRODUCERS OF POWER



BME

BLACK MAFIA FAMILY

FILM & TELEVISION



**SERIES HIGH
AUDIENCE FOR
SEASON 3 PREMIERE**

5.1 MILLION
OPENING WEEKEND

**25% JUMP
IN VIEWERSHIP**
SEASON TO SEASON



FILM & TELEVISION

50TM CENT ACTION

Jackson inked a deal with Lionsgate to create the “50 Cent Action” FAST Channel - a free ad-supported offering that will feature premium content from the studio’s library like the original ‘Power’ series. The new FAST channel will offer premium content from Lionsgate’s library, including the original Power series. Other action fare to land on the FAST channel from the Hollywood studio’s vault will include popular movies like The Expendables, The Hitman’s Bodyguard and Rambo, and over a dozen films that starred Jackson.





SURVIVING EL CHAPO

THE TWINS WHO BROUGHT DOWN A DRUG LORD

LIONSGATE
(((SOUND)))



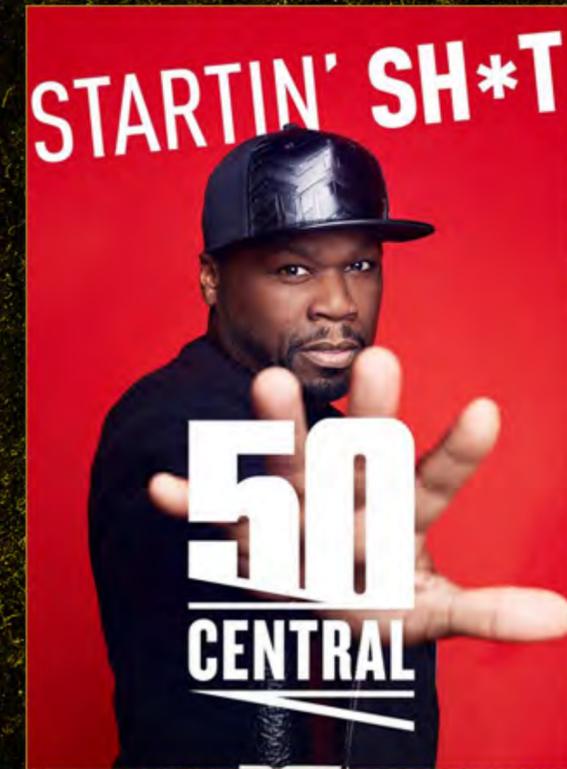
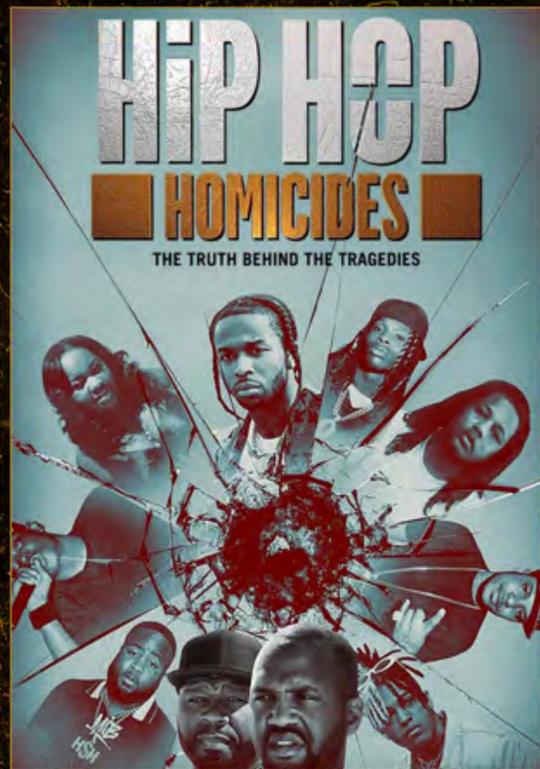
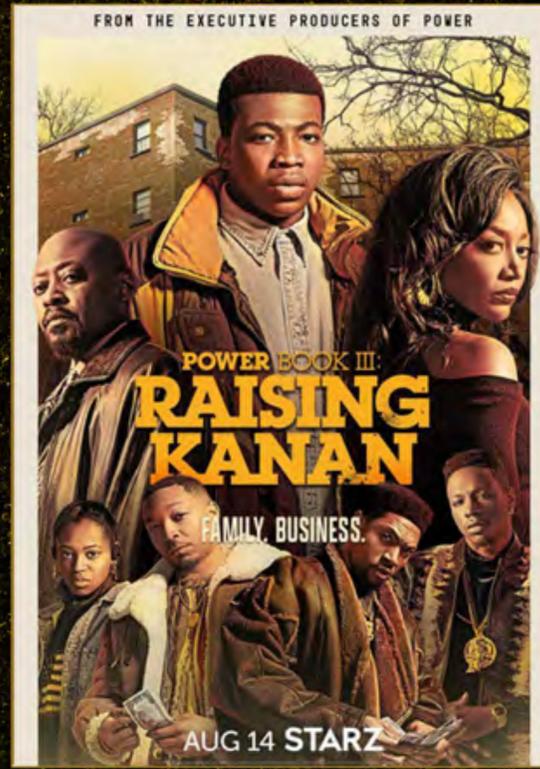
FILM & TELEVISION



G-Unit Audio is G-Unit Film and Television's wholly owned podcast studio that launched in 2022 with the critically acclaimed podcast, "Surviving El Chapo: The Twins Who Brought Down A Drug Lord." In addition to producing original content, G-Unit Audio focuses on IP building and brand extension of G-Unit Film and Television's vast content slate.



G-UNIT FILM & TELEVISION CREDITS





THE ENTREPRENEUR



←→

In a fashion truly befitting of his official debut album titled “Get Rich or Die Tryin’”, Jackson has become an immensely successful and well-rounded businessman and investor, trying his hand at an array of varying industries and garnering a hefty net worth that speaks for itself.

←→

VITAMIN WATER

4.1 BILLION

ONE OF THE LARGEST
BEVERAGE ACQUISITIONS
OF ALL TIME

In 2004, Jackson was approached by Glacéau, the parent company of Vitamin Water to endorse their product.

Instead of just accepting a typical endorsement deal, Jackson asked for an equity stake in the company.





Sire Spirits



Sire Spirits, launched in 2017, produces premium wine and spirits under the brand names *Le Chemin du Roi Champagne* and *Branson Cognac*, both of which have quickly become award winning brands.

Unlike many celebrity brand partners that lend their names in exchange for a small piece of the business, Jackson owns 100% of the company – taking part in every step of the decision process.



SIRE SPIRITS



Le Chemin du Roi

Le Chemin du Roi is made from grapes grown in some of the finest vineyards in Champagne. We take great pride in allowing all the Champagne to age longer than required in order to add more complexity to the finished product. While it adds much more time to the process, we firmly believe that this is essential to producing the best Champagne: our minimum aging is 48 months on the lees, compared to the required amount of 15 months.



SIRE SPIRITS / LE CHEMIN DU ROI TOP AWARDS BRUT, ROSÉ, BRUT LUMINOUS

BRUT



DOUBLE GOLD, BEST OF CLASS, BEST OF FRANCE, BEST OF SHOW, 98
Harvest Wine Challenge

GOLD / GRAND CHAMPION / BEST OF SHOW
Houston Livestock Rodeo Wine Competition

GOLD
Sommelier's Choice Awards

DOUBLE GOLD, BEST OF CLASS, 99
Sunset International Wine Competition

GOLD
Bartender Brand Awards

GOLD
L.A. Invitational Wine & Spirits Challenge

BEST OF SHOW / BEST CHAMPAGNE / PLATINUM
Critic's Challenge International Wine Competition

GOLD
Melbourne International Wine Competition

BEST IN CATEGORY / DOUBLE GOLD / STAR LABEL
Lone Star International Wine Competition

GOLD
Texsom

GOLD
San Diego International Wine Challenge

ROSÉ



DOUBLE GOLD / 96
Bartender Brand Awards

GOLD
Bartender Brand Awards

DOUBLE GOLD / 92
Critic's Challenge International Wine Competition

BEST SPARKLING ROSE / PLATINUM
Critic's Challenge International Wine Competition

GOLD
L.A. Invitational Wine & Spirits Challenge

BEST OF SHOW
Denver International Wine Competition

GOLD / BEST IN CLASS
Las Vegas Global Wine Awards

GOLD
Houston Livestock Rodeo Wine Competition

GOLD
Concurs D'Wine & Spirits

GOLD
Harvest Terrior Challenge

BRUT LUMINOUS



GOLD / RESERVE CLASS CHAMPION
Houston Livestock Rodeo Wine Competition

GOLD CLASS CHAMPION
Houston Livestock Rodeo Wine Competition

DOUBLE GOLD, BEST IN CATEGORY
Lone Star International Wine Competition

GRAND STAR SPARKLING
Lone Star International Wine Competition

GOLD
L.A. Invitational Wine & Spirits Challenge



SIRE SPIRITS



Branson Cognac represents a bespoke and exclusive Cognac that delivers a special and unique house style that evokes the elegance and power of Cognac made from the finest vineyards in the region. Our Cognacs deliver fruit-forward and floral aromas that are balanced by the power of tobacco, sweet spice and vanilla resulting in an opulence and grace in every bottle.



ROYAL

- DOUBLE GOLD**
PR%F Awards
(Design Distinctions)
- DOUBLE GOLD, 94**
San Diego International Wine
& Spirits Challenge
- DOUBLE GOLD, 97**
L.A. Invitational Wine
& Spirits Challenge
- PLATINUM**
International Spirits Challenge
- GOLD, 93**
Ultimate Spirits Challenge
- GOLD, 93**
Bartender Spirits Awards
- DOUBLE GOLD, 96**
Sunset International
Spirits Competition



PHANTOM

- DOUBLE GOLD, 96**
PR%F Awards
- DOUBLE GOLD (X2)**
San Francisco World
Spirits Competition
- GOLD, 92**
L.A. Invitational Wine
& Spirits Challenge
- GOLD**
Texsom
- DOUBLE GOLD, 96**
Sunset International
Spirits Competition

SIRE SPIRITS / BRANSON COGNAC / TOP AWARDS VSOP & XO



VSOP

VSOP GRANDE CHAMPAGNE OF THE YEAR, 94

New York International Spirits Competition

GOLD

The Cognac Masters

BEST COGNAC SCORE, 100

L.A. Invitational Wine & Spirit Challenge

BEST OF CATEGORY, SILVER

ADI Spirit Competition

XO

DOUBLE GOLD

Cigar & Spirits Magazine World Spirits Competition

DOUBLE GOLD, 94

San Diego International Wine & Spirits Challenge

GOLD

The Cognac Masters

GOLD

International Spirits Challenge

DOUBLE PLATINUM

Ascot Awards

GOLD, 92

Bartender's Spirits Awards

DOUBLE GOLD, 97

BEST COGNAC & BEST OF CLASS

Bartender's Spirits Awards



SIRE SPIRITS / SPORTS PARTNERSHIPS



“50 Cent keeps the checks rolling in as he reveals multi-year partnership deals with *NFL*, *NBA*, and *MLB* teams.”

yahoo!sports

NBA

HOUSTON ROCKETS
INDIANA PACERS
MINNESOTA TIMBERWOLVES
ORLANDO MAGIC
SACRAMENTO KINGS

NFL

HOUSTON TEXANS
NEW ORLEANS SAINTS
WASHINGTON COMMANDERS

NHL

LAS VEGAS GOLDEN KNIGHTS

MLB

HOUSTON ASTROS

SIRE SPIRITS **DJ AMBASSADORS**



Our DJ Ambassadors are among the most influential individuals in their markets and are able to reach millions locally and globally through their radio/on-air presence and their personal social media accounts.

They also contribute on the ground level by assisting in the introduction of Sire Spirits to new accounts, as well as doing in-store promotions via existing accounts.



SIRE SPIRITS / DJ AMBASSADORS REACH



DJ SELF



DJ PHARRIS



DJ SPINKING



DJ STEPH CAKES



DJ CAMILO



DJ WALLAH



DJ PERIERA



DJ FORTKNOX



DJ MARKDASPOT



DJ CARISMA



DJ NICKY RIZZ



DJ ACE



DJ KASH



DJ ERA



DJ J QUE



DJ KAYOTIK



DJ E FEEZY



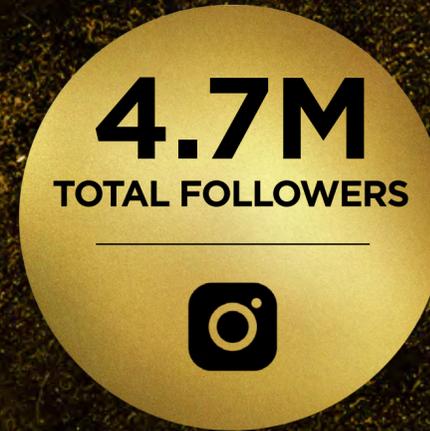
DJ B-SWIFT



DJ ANT-RESTO



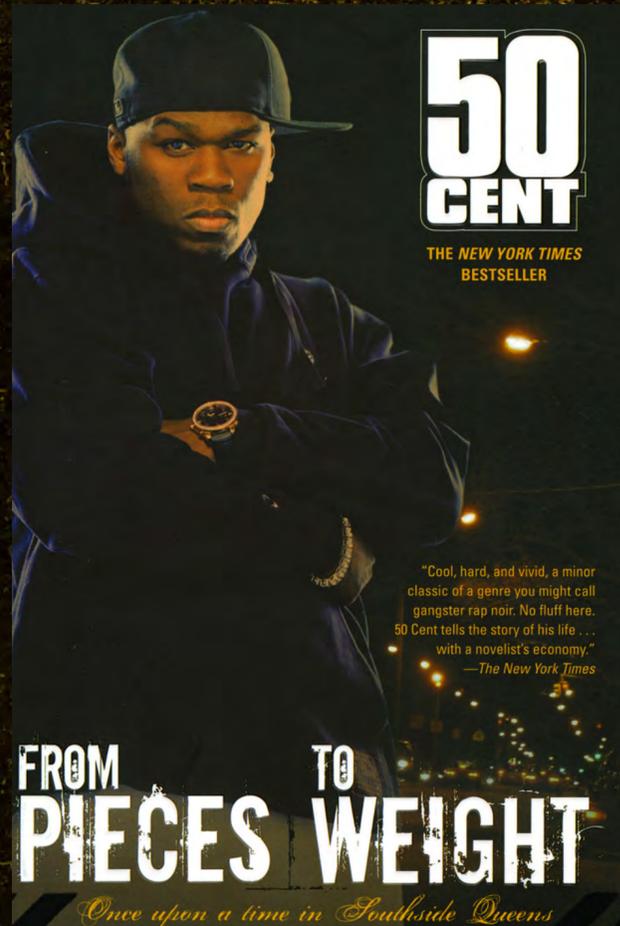
DJ BOOGIE D



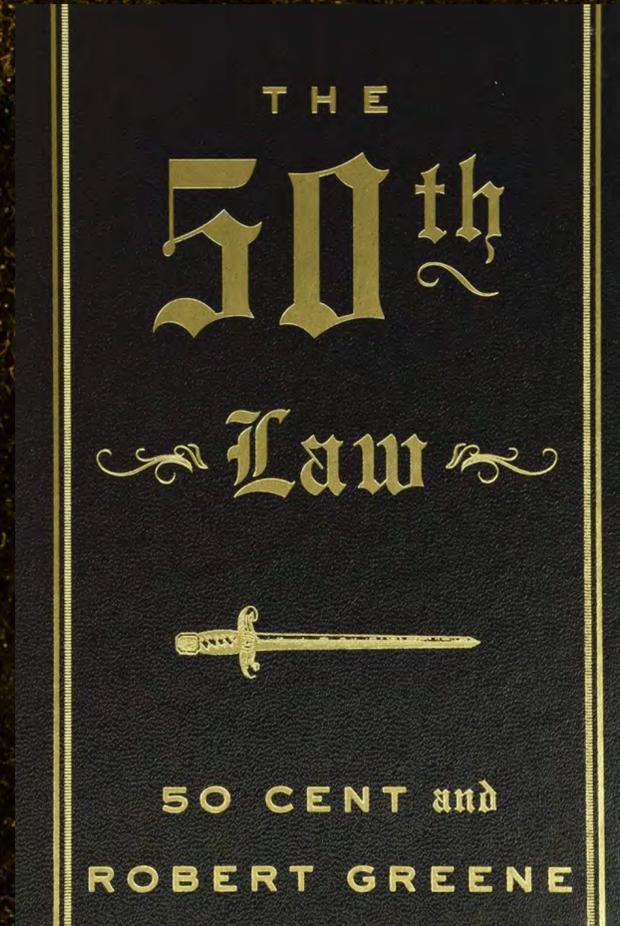
MARKET COVERAGE

- ATLANTA
- CHICAGO
- CONNECTICUT
- DALLAS
- HOUSTON
- INDIANAPOLIS
- KANSAS CITY
- LOS ANGELES
- MIAMI
- NEW JERSEY
- NEW ORLEANS
- NEW YORK
- ST. LOUIS

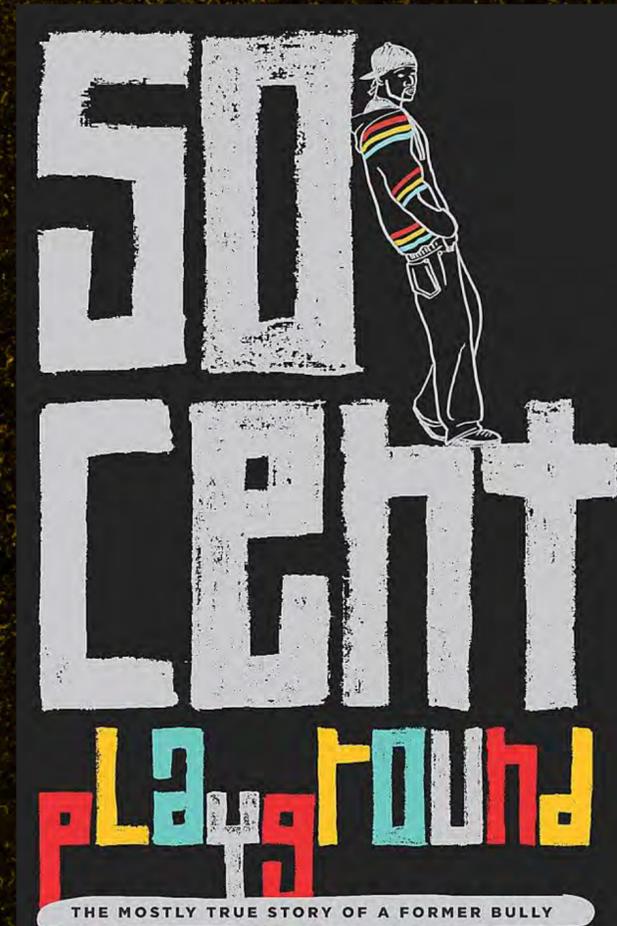
PUBLISHING



**FROM PIECES
TO WEIGHT**
2003
MTV BOOKS



THE 50TH LAW
2009
HARPER-COLLINS



PLAYGROUND
2011
PENGUIN



FORMULA 50
2013
AVERY



**HUSTLE HARDER
HUSTLE SMARTER**
2020
AMISTAD



CHARITY

G G-UNITY FOUNDATION

Founded by Curtis “50 Cent” Jackson in 2003, the G-Unity Foundation supports programs that foster conscious capitalism as well as social and leadership skills for youth nationwide. Through both public and private partnerships, the G-Unity Foundation works to fund, administer, and support programming aimed at serving communities in need.





G-UNITY FOUNDATION

“I have been incredibly lucky to be able to start a foundation that helps young people and communities all over the country. Team building and entrepreneurship are skills I learned along the way, but they are so important to develop early. I look forward to G-Unity continuing to support programs that are doing the crucial work of teaching kids to excel at life.”

- Curtis '50 Cent' Jackson

G-UNITY FOUNDATION



G-UNITY BUSINESS LAB

The G-Unity Foundation partners with the Houston Independent School District to create the G-Unity Business Lab at six (6) High Schools.

The after-school entrepreneurship program, offers students the chance to learn core business values and teaches practical skills to develop business ideas with input from area business leaders, corporations and visiting professors, including Jackson. Most students in the program have graduated and pursued higher education. Several received scholarships. Lab participants also performed considerably higher on end-of-year state test exams. And nearly 90% met expectations for a successful experience in terms of focus, ideation, creativity, participation, and discipline.



G-UNITY FOUNDATION SPORTS PARTNERSHIPS



Jackson has partnered G-Unity Foundation with his beverage company, Sire Spirits and recently announced several multi-year partnerships with professional sports teams across the country from the NBA, NHL, NFL, and MLB. These partnerships are predicated on collaborations with the philanthropic arms of these teams to impact local communities and support local non-profits.





THE PRESS

LATE



TOP PRESS

THE *Hollywood* *REPORTER*

Lionsgate Inks Deal With 50 Cent to Launch FAST Channel

Lionsgate has inked a deal with rapper and TV mogul Curtis “50 Cent” Jackson to launch a free ad-supported channel, 50 Cent Action. The new FAST channel will offer premium content from Lionsgate’s library, including the original Power series. Lionsgate said it will work with Jackson to promote and curate the 50 Cent Action channel. “50 Cent’s movies and television series are synonymous with non-stop action, and we’re thrilled to extend our longstanding partnership into the FAST space,” Lionsgate President Jim Packer said in a statement on Thursday.

[CLICK HERE FOR FULL ARTICLE](#)

TOP PRESS

THE *Hollywood* REPORTER

50 Cent on Conquering TV, His Beef With Diddy and Why He Brought \$3.5M to Our Photo Shoot

Curtis “50 Cent” Jackson’s 49th birthday was three days ago, but he’s still in a celebratory mood. If there was any question as “Fiddy” nears 50 whether he’s still at the top of his game, the answer arrives with him at the photo shoot for this story: The rapper turned mogul brings \$3.5 million in cold hard cash, most of it stuffed into two heavy black suitcases. Some is assembled into a square stool that he sits on while smoking a cigar. Every now and then, as he poses for photos, he digs into the stash and adds a few more stacks.

[CLICK HERE FOR FULL ARTICLE](#)





WEEKLY

ON THE
BRINK
OF BEING A
BILLIONAIRE!

50 Cent Exclusive

'HOW I GOT VERY RICH'

- + Inside his journey from the streets to one of the most successful entrepreneurs in the world
- + How he made it — and how he spends it
- + 'I'm building an empire for my son'

PLUS IS HE REALLY CELIBATE?!

TOP PRESS



Us WEEKLY

50 Cent Is on Brink of Billionaire Status: How He's Building an Empire for His Son

Curtis Jackson III, more famously known as 50 Cent, is rich. "Very, very rich," he says with a smile. That grin has been on his face since he first stepped into the lobby at Us Weekly on this punishing summer day. Absolutely no one should be surprised at his wealth. His first album, *Get Rich or Die Tryin'*, released 23 years ago, remains the highest-selling rap debut ever. His Final Lap Tour last year sold more than \$100 million in tickets, a rap milestone reached thus far by only one other act.

[CLICK HERE FOR FULL ARTICLE](#)



TOP PRESS



NEW YORK
VULTURE

***In Conversation:* Curtis '50 Cent' Jackson**
Every record label once wanted what he had (and was afraid of it). Now all of Hollywood wants it too.

“Inform someone that 50 Cent is currently the executive producer of dozens of shows across close to ten networks, then watch their brains fall into slight disrepair as they try to match the larger-than-life image of the muscle-bound, tight-jawed, bulletproof-vest-wearing party MC of their past with the image of one of the most prolific people working in Hollywood.”

CLICK HERE FOR FULL ARTICLE

Forbes

50 Cent: 'Get Rich, Give Back' With The Power Of Sports Philanthropy

“Curtis “50 Cent” Jackson’s Sire Spirits brands, Branson Cognac and Le Chemin du Roi Champagne, and the G-Unity Foundation announced a partnership with the Washington Commanders on August 21st. The Washington Commanders deal is 50 Cent’s eighth professional sports partnership, beginning with the Houston Rockets in March 2022. The cool part for 50 Cent? Among his notable experiences with his sports partnerships are his MLB championship ring from the Houston Astros and ringing the siren before the Vegas Golden Knights’ Stanley Cup win, to name two.”

[CLICK HERE FOR FULL ARTICLE](#)





TOP PRESS

GOQ

How 50 Cent Conquered Television

“With four Power series under his belt, BMF, and more shows on the way, he built a TV empire the same way he built his rap career: with drive, talent, and a time-tested belief in the power of trolling. Curtis “50 Cent” Jackson didn’t become an entertainment mogul by being diplomatic. Whether when he was emerging as a hip-hop legend during the aughts, or developing his hit Starz crime drama Power into a franchise that now spans four series, he always gets things done with a mix of talent, shrewdness, aggression, and forthrightness. And he expects everyone who’s a part of his empire to share the same drive.”

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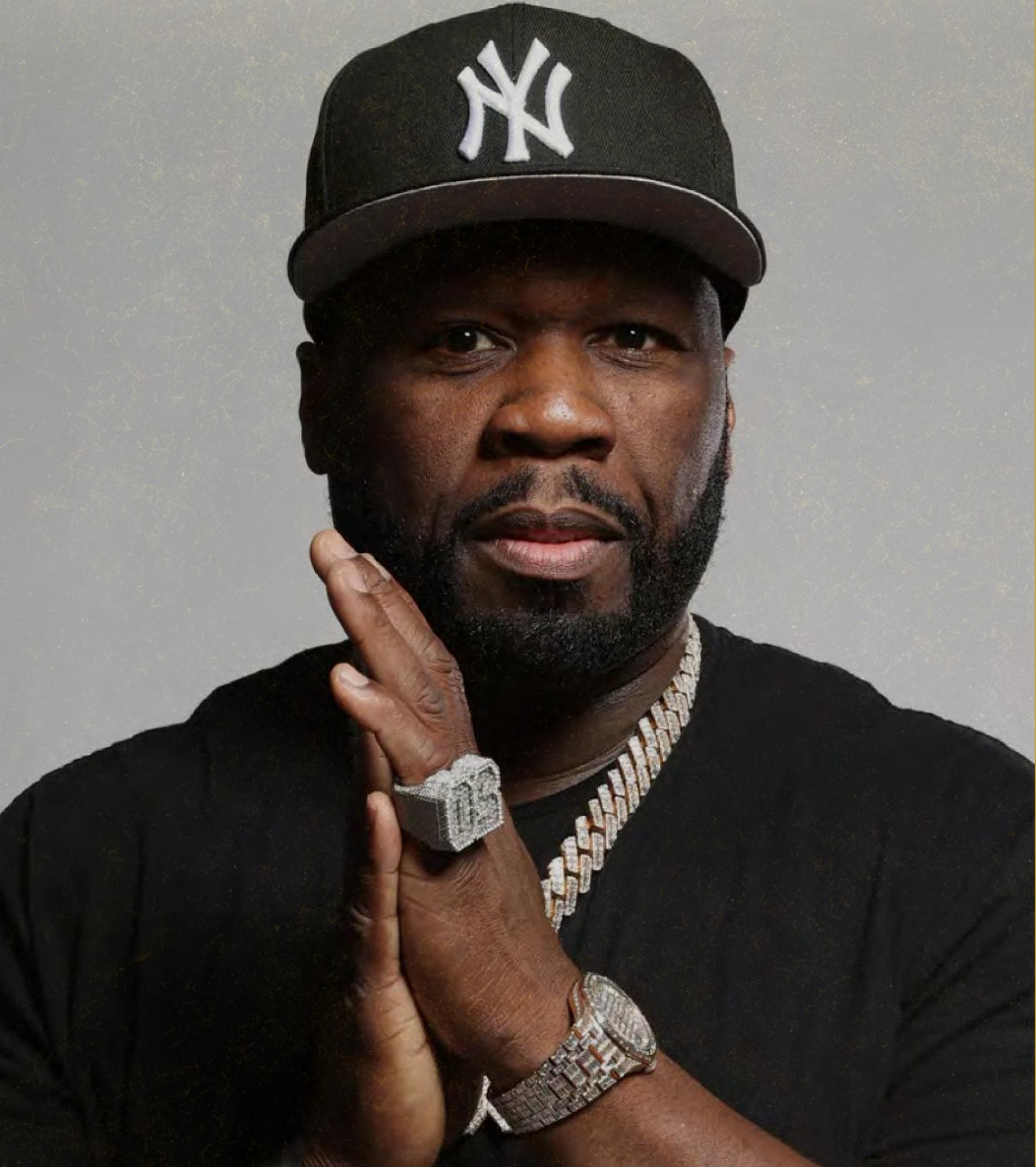
billboard

50 Cent Pulls The Curtain Back On His Multimedia Empire

“As he celebrates the 20th anniversary of his explosive debut, the rap veteran has done more than just get rich — he’s reinvented himself. That’s the only place where I can relax,” 50 Cent says, his pearly whites glistening as they’ve done all day. He’s not talking about the recording studio or the performance stage — he’s talking about his Hollywood work. “When I’m chilling,” he continues, “there will be some sort of film and TV involved.” Once considered rap’s top villain during the days of promoting his explosive 2003 debut, *Get Rich or Die Tryin’*, 50, at 47, is now a consummate professional.”

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Rolling Stone

50 Cent Commemorates 20 Years of Getting Rich, Not Dying With Final Lap Tour

“To commemorate two full decades of sipping Bacardí with shorties on their birthdays, 50 Cent will embark on the Final Lap Tour 2023, marking the 20th anniversary of his breakthrough record, *Get Rich or Die Tryin’*. Busta Rhymes and Jeremih will open all the North American dates. The trek kicks off in July and runs through September before 50 Cent takes the show to Europe.”

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Forbes

50 Cent: Taking Over TV, Sports, And Now, Teaching Kids How To Hustle

“Curtis “50 Cent” Jackson has been partnering with major sports franchises non-stop via his Sire Spirits company’s Branson Cognac, Le Chemin du Roi Champagne and his charity, the G-Unity Foundation, where he’s teaching kids the art and science of hustle. The recent Emmy-winner inked a deal as the official Champagne and premium spirits partner with the Sacramento Kings in July, the Houston Texans in August, then the Houston Astros in September—just in time for a World Series champagne celebration. Meanwhile, the Indiana Pacers announced the partnership with Jackson’s G-Unity Foundation charity and Sire Spirits brand last month in October.”

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Rolling Stone

Two Decades Later, 50 Cent Still Wants That 'In Da Club' Feeling

“This week marks 20 years of *Get Rich or Die Tryin'*, 50 Cent's star-making opus that rode a bevy of hits, an Eminem co-sign, and Dr. Dre's talismanic touch to sell 12 million records worldwide in 2003. 50's mesh of New York bravado and melody catapulted him to instant superstardom, with “In Da Club” dominating the radio and “Many Men” feeding the streets. Many rap fans make the mistake of attributing hip-hop's push toward melody to a sole artist, be it Ye, Lil Wayne, Future, or Drake.”

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yahoo!
finance

50 Cent Gears Up To Create More Job Opportunities For The Shreveport, LA, Community After Being Approved For A State-Of-The-Art Production Facility

“50 Cent also shared that he has plans on the studio serving as a conduit for more creatives and locals to have access to opportunities. “I am excited to get started on building a state-of-the-art production facility”, 50 Cent shared in a statement while thanking the Shreveport City Council. 50 Cent sees the G-Unit studio as representation for the future of Shreveport and what talent the city has to offer. He continued, “Founding my own studio is the next step in my plan to expand G-Unit Film & Television’s output of premium, diverse content across all media and to provide more opportunities for artists, crew members and more jobs within the community.”

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The New York Times

Over five decades, hip-hop has grown from a new art form to a culture-defining superpower. In their own words, 50 influential voices chronicle its evolution.

“I fell in love with hip-hop, but it was only playing for one hour out the week on the radio. My grandmother used to go to church and take a tape recorder and record everything the minister said, and she would play Sunday service to herself again on like, Wednesday. She had all of these Maxell cassette tapes that once you record, you break the little tab off. I had to go get toilet paper and put it in the square and record over what she already had for the church. It was only on for one hour — I had to record it then.”

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VARIETY

2022 TV Producers Impact List

“This past year, television’s top producers found new ways to create content away from the energy and intimacy of their teammates. Now, even as the landscape continues to change and nothing is back to normal, they persevere. From broadcast networks to streaming services, hundreds of shows have been produced during this challenging time — some that shine a light on what the world has been going through, others that offer a welcome escape. Variety will honor the most impactful scripted producers over the past year with a dinner on Sept. 8, and we asked them about their earliest inspirations, their biggest accomplishments, their sense of where the business is today, and what they’re looking forward to in the months ahead.”

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THE
Hollywood
REPORTER

**50 Cent Expands Film and TV Empire by
Launching G-Unit Studios in Louisiana**

“As someone who has always believed in the transformative power of music, film and television, I’m beyond excited to introduce the expansion of my G-Unit Film & Television through the launch of G-Unit Studios right here in Shreveport,” Jackson told Billboard. He additionally noted that establishing G-Unit Studios in Shreveport “is not just a business decision; it’s a commitment to fostering talent, creating opportunities and building a community that thrives through creativity and innovation. We see Shreveport as a beacon of inspiration and creativity.”

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PRESS / TALK SHOW APPEARANCES



the
LATE SHOW
with
stephen
colbert



the
DREW
barrymore show



PRESS / TALK SHOW APPEARANCES



CBS
SATURDAY
MORNING



live
Kelly &
Mark



PRESS / TALK SHOW APPEARANCES



live
Kelly & Mark



JIMMY
Kimmel
LIVE!



PRESS / TALK SHOW APPEARANCES



PRESS / TALK SHOW APPEARANCES



the
LATE SHOW
with
stephen
colbert



GMA



PRESS / TALK SHOW APPEARANCES



THE
VIEW



the
DREW
barrymore show



PRESS / TALK SHOW APPEARANCES



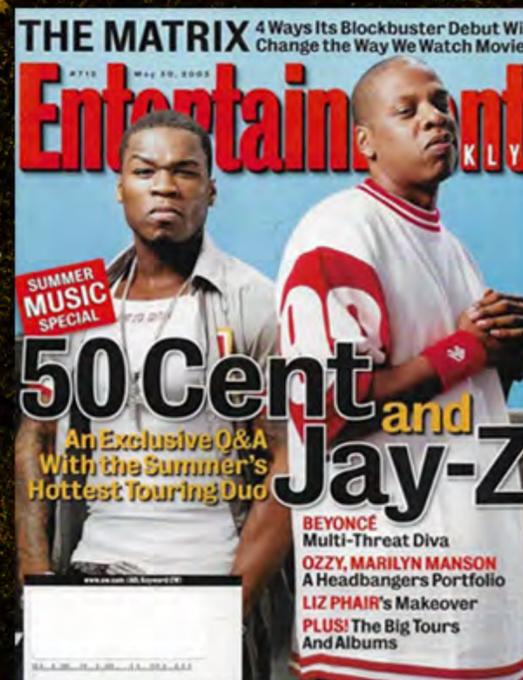
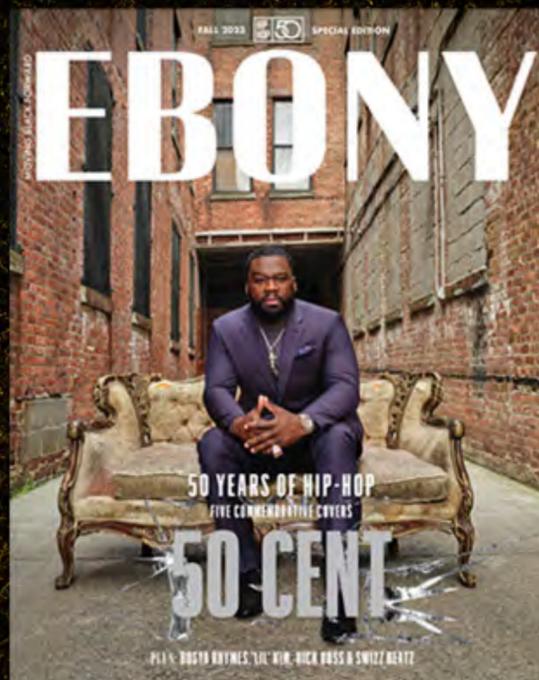
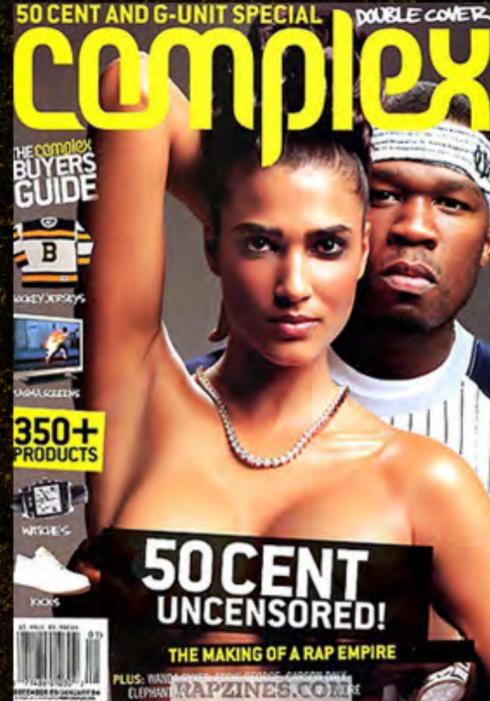
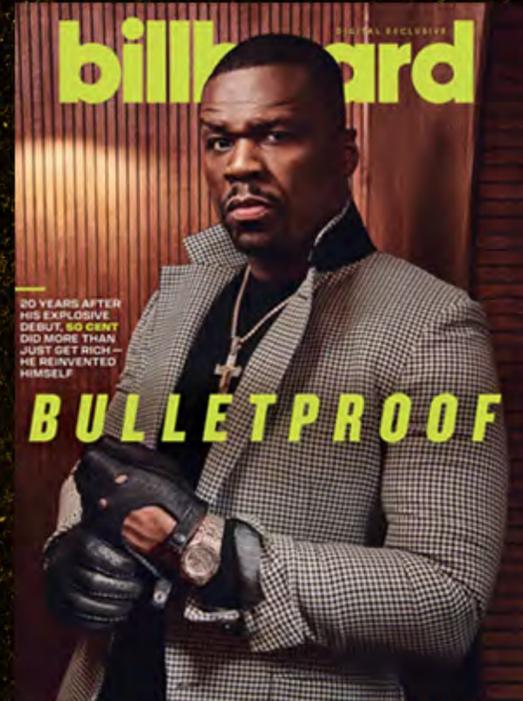
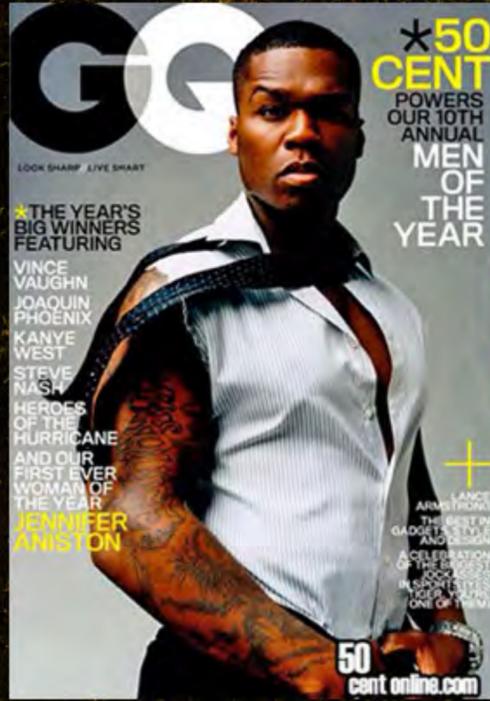
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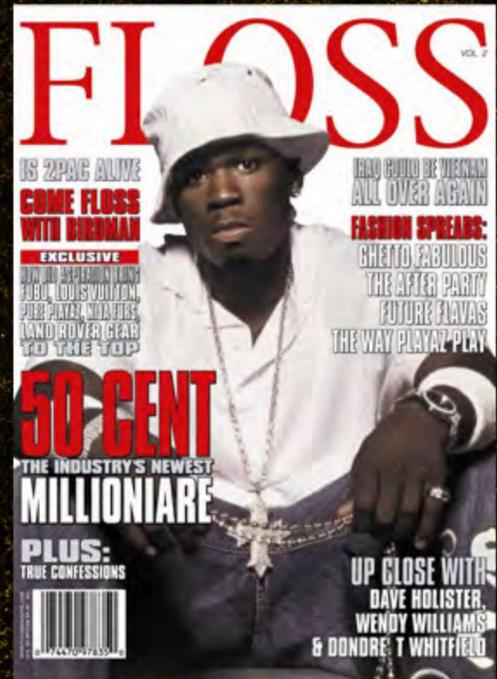
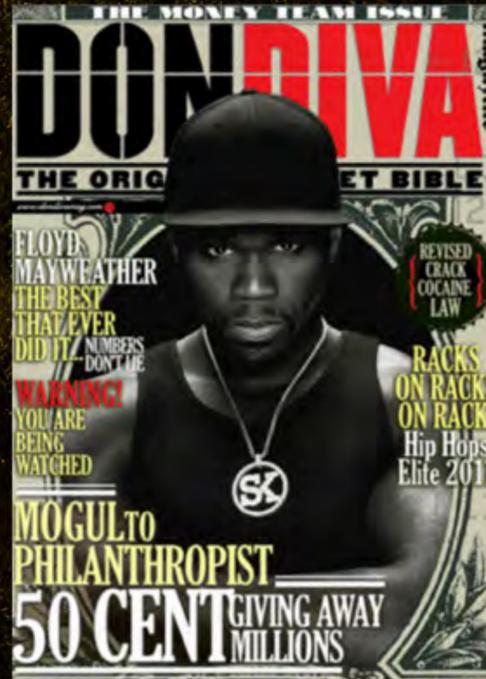
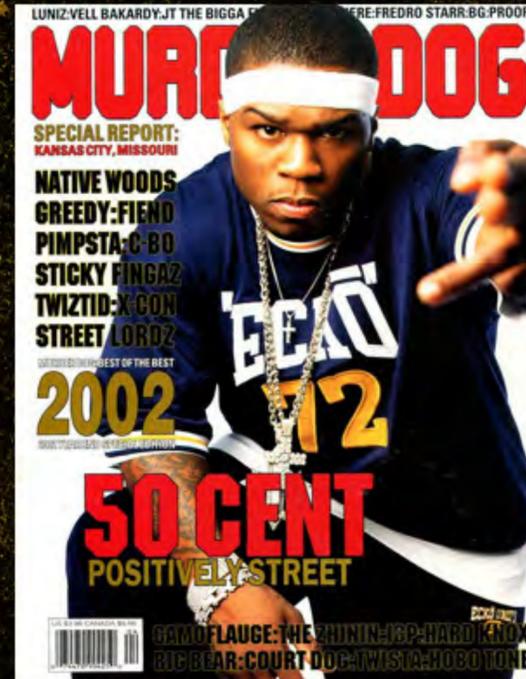
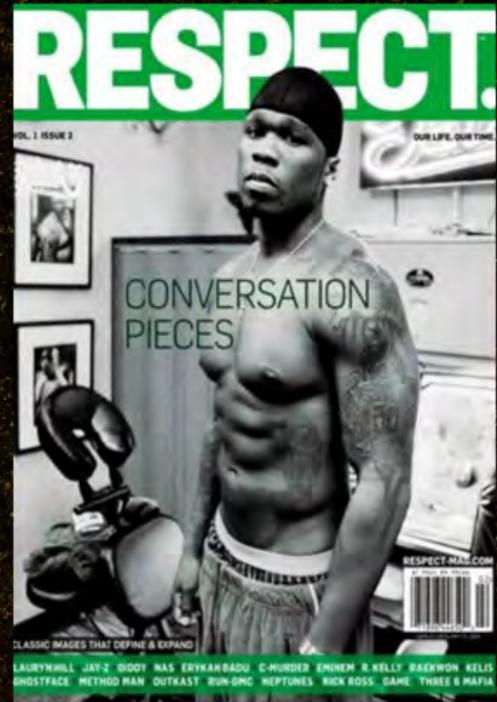
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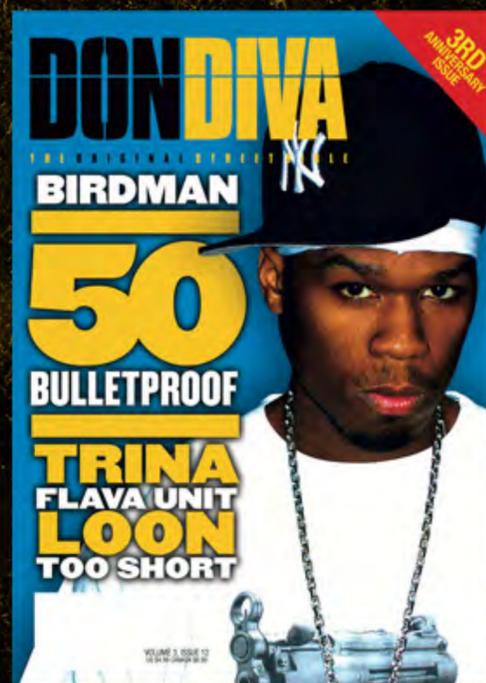
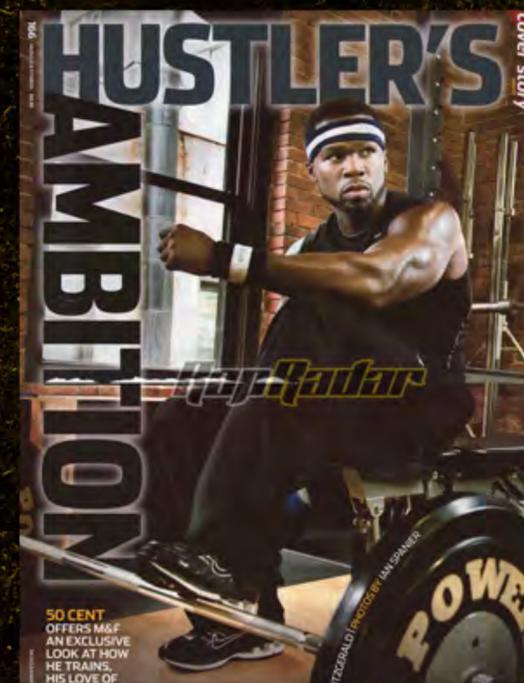
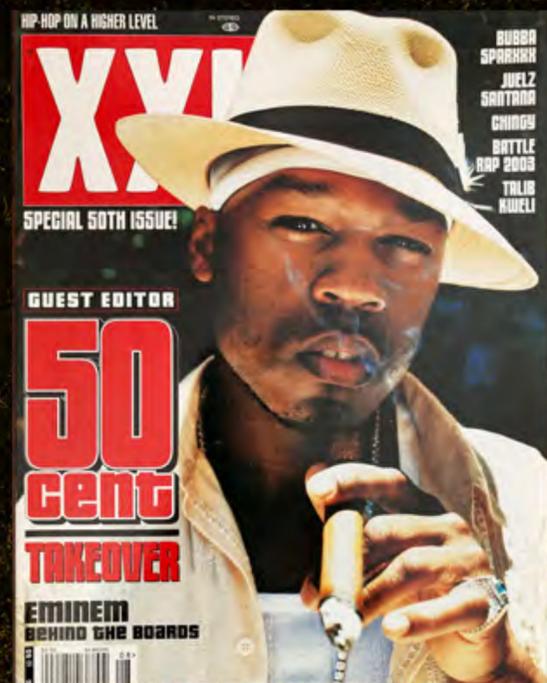
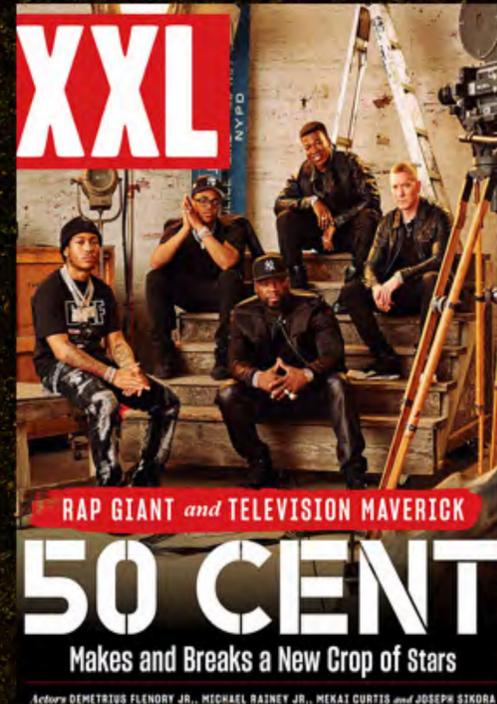
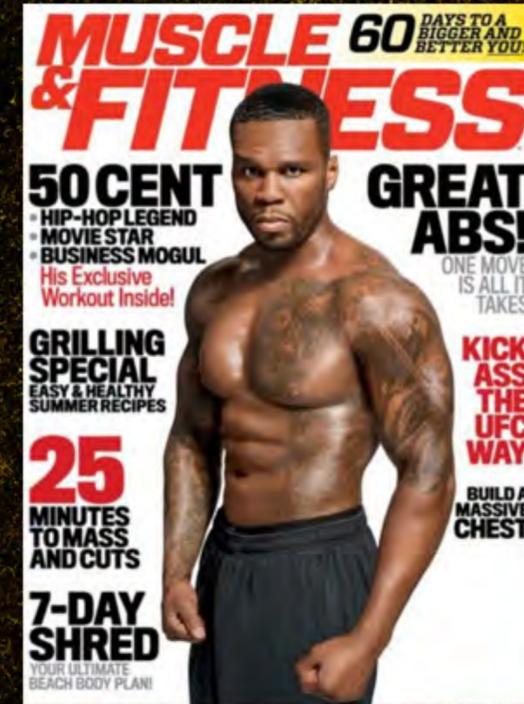
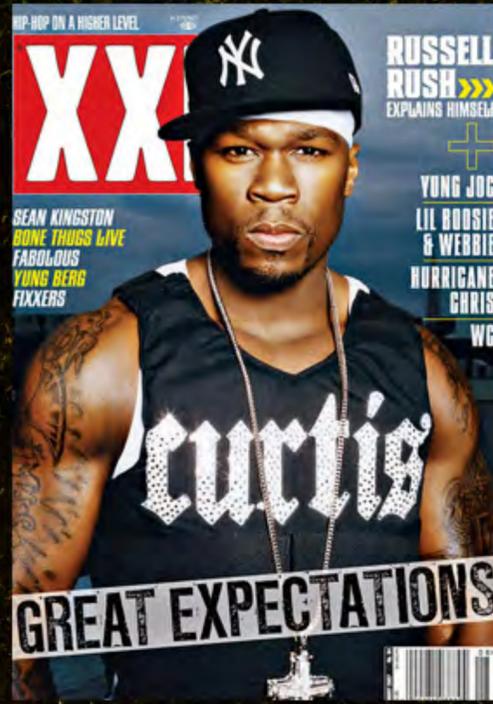
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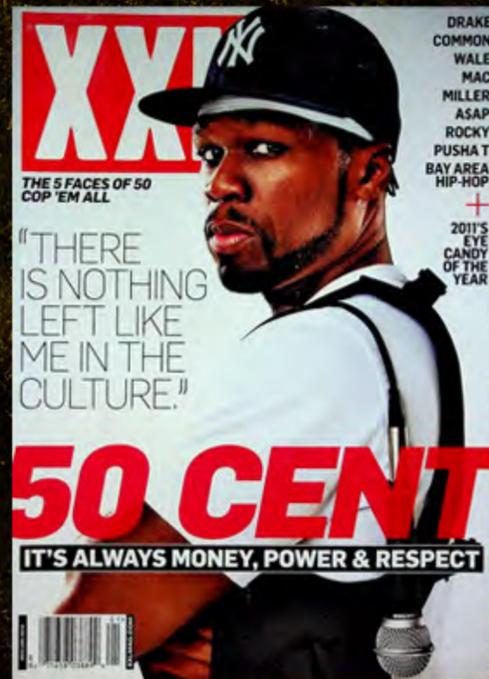
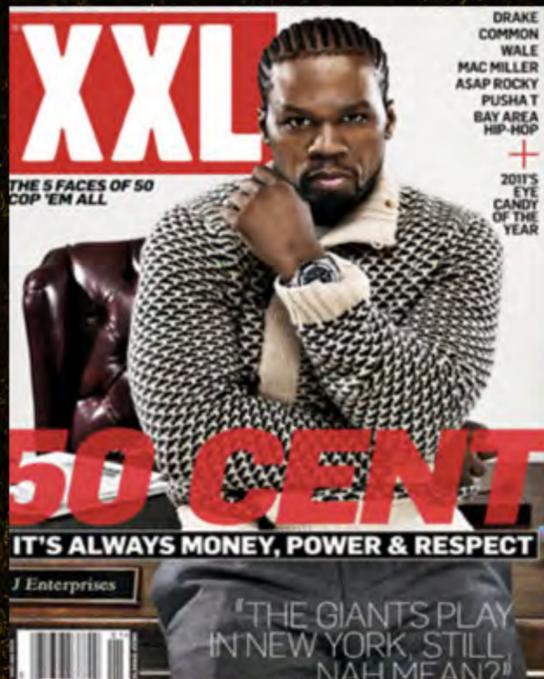
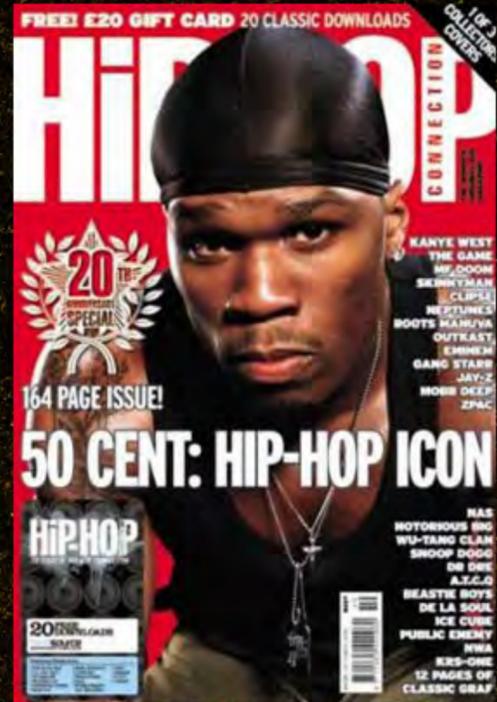
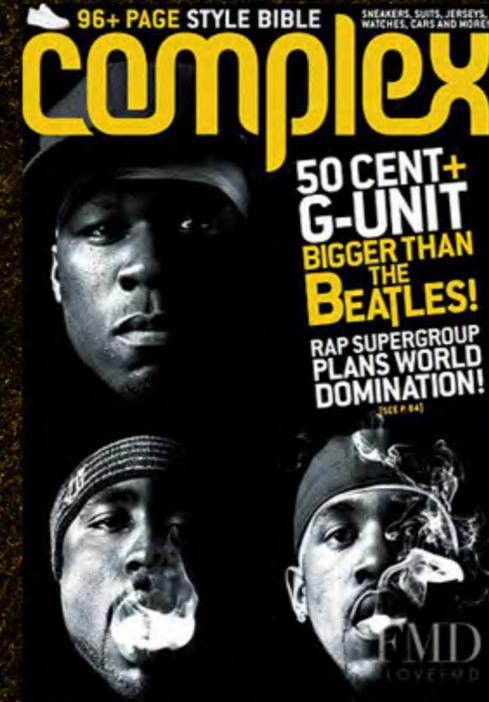
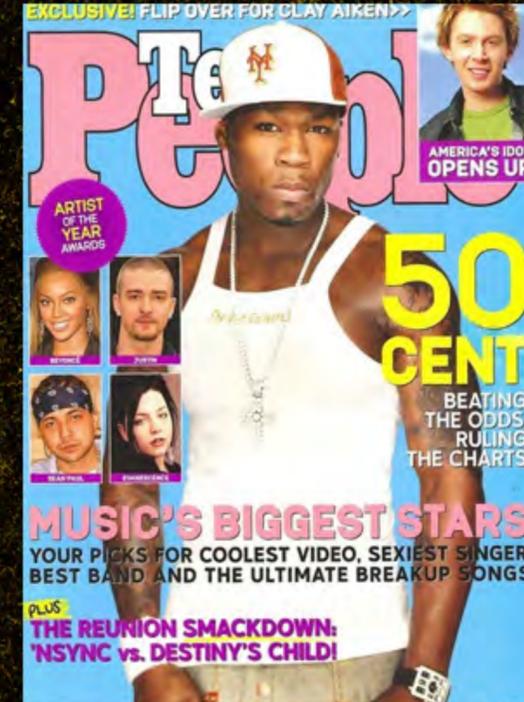
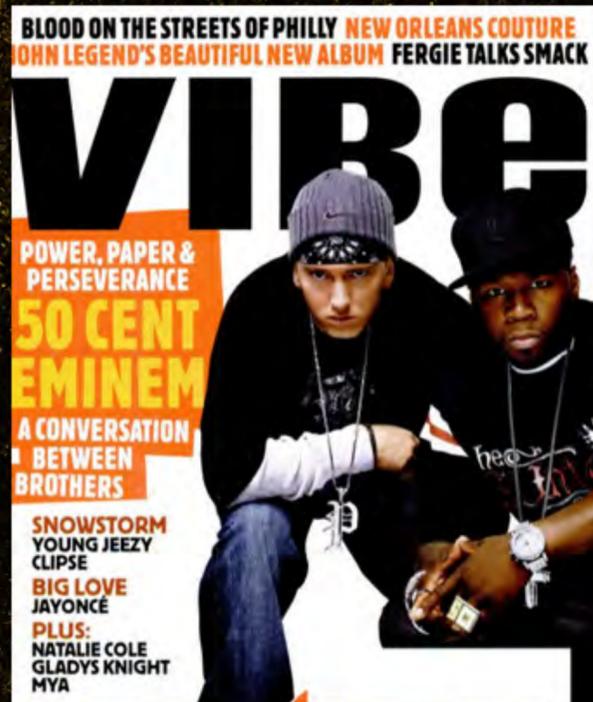
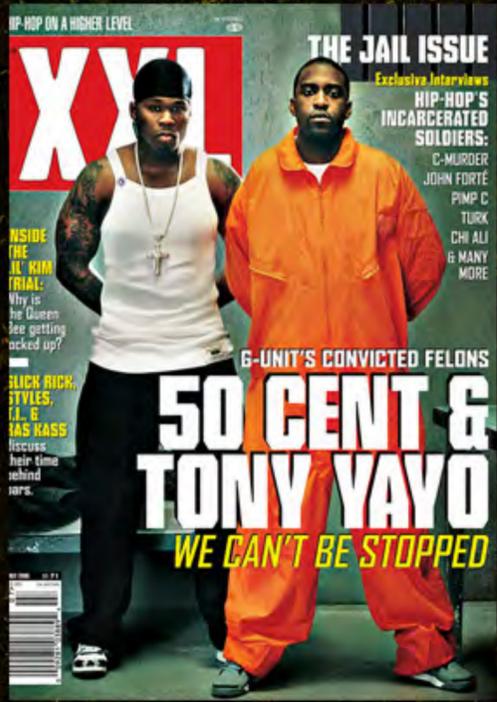
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THIS IS
THE
MOMENT

