OFFICIAL PRESS RELEASE

Hustle Jamez & Shyamuu InYaEar Unite Music and Entrepreneurship on *Dope Sells Itself*

Produced by Nico Keyz, the six-track collaborative EP brings together independent hip-hop, IAMTHEWORK apparel, and Vocal Leaf Tea.

DENVER, CO — Independent recording artists Hustle Jamez and Shyamuu InYaEar have joined forces on *Dope Sells Itself*, a six-track collaborative hip-hop EP released October 31, 2026, and produced entirely by Nico Keyz.

More than a traditional music project, *Dope Sells Itself* represents the intersection of creative independence, entrepreneurship, and personal identity. Through their music and respective businesses, the artists demonstrate how artistic expression and independent ownership can complement one another.

Two Artists. One Creative Vision.

The collaboration began when Hustle Jamez and Shyamuu InYaEar connected at a CALLYWOOD-sponsored open mic event. Their shared creative energy developed into a musical partnership built on authentic storytelling, individual experiences, and a mutual commitment to independent artistry.

Hustle Jamez brings a blend of motivational street-hop and soulful hustle music, drawing on personal experiences and a musical foundation influenced by Zydeco and R&B.

Shyamuu InYaEar, a Richmond, Virginia native, brings a distinctive delivery shaped by his experiences as a recording artist, percussionist, and performer. His background includes professional bucket drumming performances for the Denver Nuggets and youth mentorship through his annual Youth Bucket Drumming Program.

Together, their contrasting musical backgrounds create a collaboration rooted in resilience, ambition, and creative expression.

The Music: Dope Sells Itself

Produced entirely by Nico Keyz, the six-track EP showcases the artists' collaborative chemistry across a collection of original hip-hop recordings.

Official Tracklist

1. Dope Sells Itself
2. Guess What I'm Doin
3. What She Like
4. Straight Money
5. Message From The QB
6. Goodbye 2 The Game

The project is accompanied by an official music video for the title track, *Dope Sells Itself*, as well as a featured Mic Drop performance of *Guess What I'm Doin*.

The music, official video, artist biographies, and additional media resources are featured in the project's digital Electronic Press Kit.

Beyond the Music: Two Brands, One Shared Vision

The collaboration extends beyond the recording studio through two independently developed businesses.

IAMTHEWORK, founded by Shyamuu InYaEar, is a lifestyle apparel brand built around personal growth, accountability, and the experiences that shape an individual's journey. Its philosophy, *A Product of My Experiences*, encourages people to embrace their stories and the work behind their progress.

Vocal Leaf Tea, founded by Hustle Jamez, is a wellness-focused tea brand developed with singers, speakers, teachers, podcasters, and other voice professionals in mind. The brand emphasizes vocal care, comfort, and thoughtfully crafted tea blends.

The artists also introduced a companion *Dope Sells Itself* bundle combining an IAMTHEWORK signature T-shirt, a two-ounce package of Vocal Leaf Tea's Lemon Berry Dream blend, and a digital copy of the EP.

Together, the music and products reflect a shared commitment to creativity, entrepreneurship, and building something meaningful through independent ownership.

Media & Interview Opportunities

Dope Sells Itself offers opportunities for coverage across music, arts, culture, entrepreneurship, and independent business.

Potential interview topics include the making of the EP, the artists' individual musical journeys, their creative partnership, the relationship between music and entrepreneurship, and the development of IAMTHEWORK and Vocal Leaf Tea.

Official photography, EP artwork, project information, and additional media materials are available through the digital Electronic Press Kit.

Project Information

Project: Dope Sells Itself

Artists: Hustle Jamez × Shyamuu InYaEar

Producer: Nico Keyz

Release Date: October 31, 2026

Format: Six-track collaborative EP

Official Website: https://dopesellsitself.store

Digital EPK: https://epk.dopesellsitself.store

Official Music Video: https://www.youtube.com/watch?v=_8F1ulEN7Bk

Featured Performance: https://www.youtube.com/watch?v=n0ouc46fF7Q

Media Contact

Dope Sells Itself — Media Relations

Contact Name: To be confirmed

Email: To be confirmed

Phone: To be confirmed

For interviews, radio programming, performance inquiries, and additional press materials, please use the Media Inquiry form available through the official digital EPK.