



# RILLA

Roc Rilla (Raphael Jefferson) is a raw, high-energy, lyrical rapper born and raised in the South Bronx, New York. Roc Rilla's energy on the mic can match any newcomer while his lyrical prowess that pays homage to the area and forefathers that introduced the art form to the masses. Roc's music is a mixture of the raw materials. But it comes from a genuine place. It's the perfect blend of pain, love, and the lifestyle of a real-life Rockstar.

Roc Rilla started rapping at the young age of 10 years. Even at that young age, Roc had seen things that no child should ever witness. Rapping was an outlet to vocalize and subdue the demons for years to come. Roc's first-ever live performance came at the age of 11 when he performed at a block party in Ghost Town (166 Washington Ave). Roc remembers how nervous he was to perform on that stage, but once it was over he knew music was the only thing he wanted to do. The adrenaline rush that came with performing and seeing how people can relate to his music was inspiring and motivates him till this day.





MS

New York is not void of talent, especially when it comes to the arts. With musical influences such as Fabolous, Jadakiss, Lloyd Banks, Nas, and Jay Z, Roc is only inspired by the greats. But the inspiration also comes from a west coast legend in the late great Nipsey Hussle. Roc keeps one foot in the community and another foot in the industry. Keeping tabs on local community members making sure everything is good. Roc has his sights on buying back the block and keeping it in the community's hands.



Listen to these singles by Roc Rilla  
jlsdjflkasfhasljfhjsjfhslfhlsjflksdjflksdjf/  
ksdfjsdlkfjalsfhsaldfhjshfjsdfkdls  
djlskfajfklsdfjsdlkfjksjdhjdjsfslf  
sdjflsdhflsdfksldjgkfgkldjgkfdgjdf  
dkfjgdlkfjgkdfjhldjgklsjfgkljklfjgkf  
dfddfdfsdfljg



- Track 1 ▶
- Track 2 ▶
- Track 3 ▶
- Track 4 ▶
- Track 5 ▶



Roc has many ideas when it comes to his goals outside of music. He obtained an LLC for his self-made foundation “Rich Roots, Rich Fruits”. Rich Roots, Rich Fruits is a mentor program created to deter and reverse the cycle of mass incarceration and senseless killings in the urban community among young black and brown men due to Miseducation and lack of guidance.

When Roc isn't in the studio working on his craft, he's offering advice and more importantly, opportunities to local youth from the Bronx to Harlem. Roc lets them know that he sympathizes with their experience and encourages them to express themselves creatively rather than making a mistake that will follow them for life.



# TOUR

Lab City, Charlotte, North Carolina - August 7th

2021

House Of Blues, Cleveland, Ohio August 12

2016

