

# Khnum “Stic” Ibomu

## Biography

Khnum “Stic” Ibomu is one half of the duo that comprises Dead Prez, a hip hop group that is synonymous with raising awareness for social justice, unity and Pan-Africanism. Stic is widely considered to be one of the realest and most respected voices in hip hop, but he is also known for a new sub-genre of workout music that he calls Fit Hop. Since the launch of Dead Prez’s first Gold album *Let’s Get Free* in 2000, Stic has evolved and maintained a focus on holistic health and wellness advocacy, using hip hop to inspire healthy living.

Stic coined the term “Fit Hop”, which is inspirational, healthy lifestyle music for people who are making proactive strides forward in their health, fitness, mindset, personal growth, and all around wellbeing. Stic also founded RBG (Revolutionary but Gangsta) Records, which produced his Fit Hop Albums, *The Workout* and *The Workout II*. Fit Hop can be broken down into three elements: Voice (skillful nutritional words for a motivated mindset), Vibes (champion sounds that serve as an anthem for active living), and Vision (authentic and intentional lifestyle inspiration that is needed for putting in the work).

Over the years, Stic has worn many hats, serving as an emcee, activist, platinum producer, Toyota green initiative sponsored ambassador, certified group fitness instructor, and Bruce Lee Foundation volunteer. His music has been featured in countless films, television shows, commercials, documentaries, and YouTube videos. Stic has contributed to the Hip Hop is Green organization which is the first plant based Hip Hop health and wellness organization in the world. He has toured internationally with Dead Prez for over 20 years and continues to collaborate with some of the biggest names in the music industry.

He is the recipient of the Betty Shabazz Social Justice Award, the Black Men’s Holistic Health Award and the Humane League’s Humane Hero Award. Stic has a strong skill-set in building strategic partnerships with mission aligned organizations and brands. Today he is the embodiment of authentic hip hop and holistic living.

