ELECTRONIC PRESS KIT

WWOVATOR
VISIONARY
ERSATILE

MAVERICK

EMPOWERER

THOUGHT LEADER

ELECTRONIC PRESS KIT



In the heart of Oakland, where adversity often overshadowed dreams, emerged an exceptional artist named J Toney. Born and raised in Oakland, California, amidst challenging circumstances, Jeffery's unwavering passion for music transcended the obstacles that surrounded him. Drawing inspiration from legendary West Coast Hip-Hop artists like Eazy-E, Dr. Dre, Tupac, and Snoop Dogg, he honed his rhyming skills and distinctive rap style. His journey began with humble beginnings, using two tape recorders to craft his own music over popular Hip-Hop instrumentals under the moniker "Big Thump."

Jeffery's talent was discovered during the "High School Compilation" project, created to empower inner-city youth through music. Chosen to represent Castlemont High after winning a local talent show, he caught the attention of 383 Records, an independent label in East Oakland, which offered him his first record deal. As a member of the rap duo Side 2 Syde, their debut album, "SkyBallin'," featuring collaborations with notable artists, achieved independent success, selling over 10,000 units. Despite his burgeoning music career, Jeffery faced personal hardships, including periods of homelessness.

However, he remained committed to education, knowing that it offered a path to a brighter future. With a full college scholarship from the Oakland-based Oral Lee Brown Foundation, he pursued higher education at Columbia College in Chicago, studying Art & Business Management.

Upon graduating Jeffery returned to California, ready to build the foundation for a successful solo rap career. Now back in the Bay Area, he is preparing to release his debut solo album, aptly titled "THE TESTAMENT." This album is a product of growth and evolution as an artist, paying homage to legendary Bay Area artists and embracing his Oakland roots. J Toney's journey embodies resilience, determination, and an unyielding passion for music. He is poised to make his mark on the world of music, a testament to the power of pursuing one's dreams with unwavering focus and passion.





















of Toney