

STAGE NAME: TSC

REAL NAME: ERIC BIDDLE

CITY: MARION, USA (NORTH CAROLINA)

LABEL: SOULJAH ENTERTAINMENT / INDEPENDENT

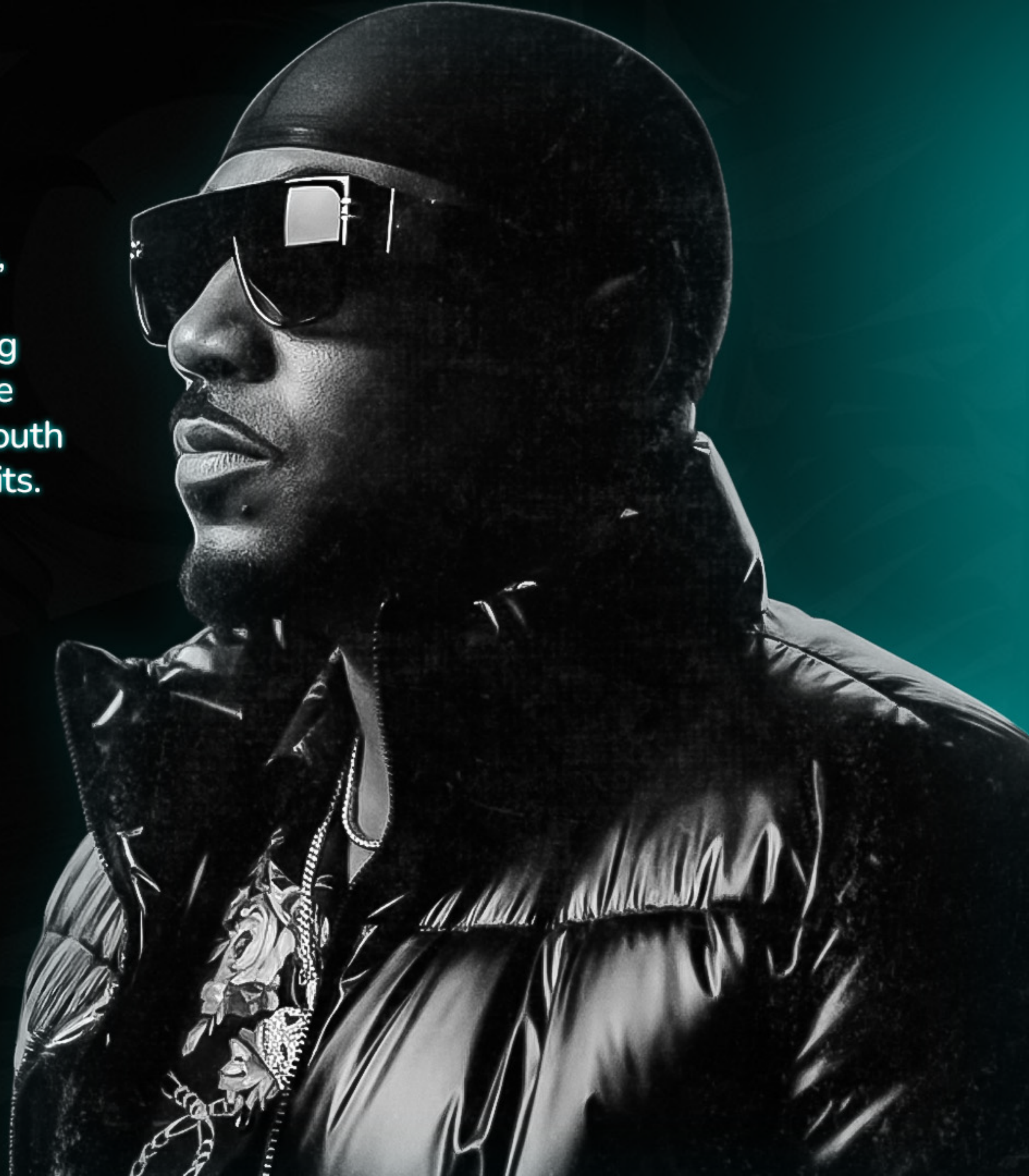
YEARS ACTIVE: 10 YEARS



BIOGRAPHY

TSC aka The Soul Child is a rap/hip-hop artist from Marion, NC. Chosen as a featured dancer in the **1984 Pepsi commercial** with Michael Jackson, TSC has been performing since childhood. Inspired by Tupac, Biggie, Jay-Z, and Kanye West, his **music blends conscious** storytelling with Dirty South and East Coast flavor — built to save lives, not just make hits.

- Chosen for 1984 Pepsi commercial with Michael Jackson (missed due to family circumstances — had to travel to New York from NC)
- Experience pushed him to keep performing and writing music
- Deeply inspired by Tupac — "his rhymes got me hooked on music and trying to make the world a better place"
- "The Soul Child" name given by his cousin
- Mission: "I'm not trying to be the best, I'm trying to save lives"
- References MLK Jr. quote as part of his message of hope and resilience



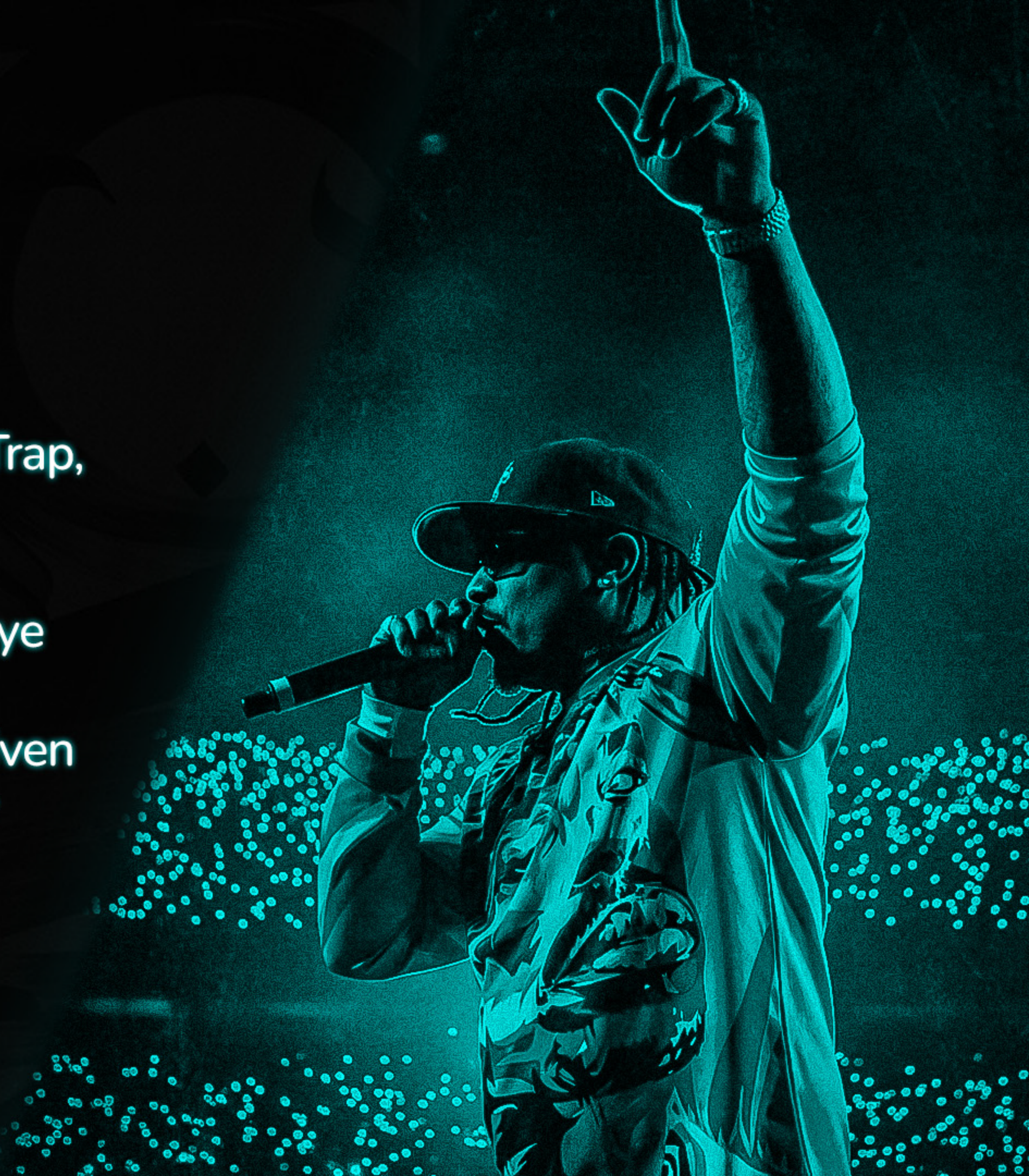
GENRE & SOUND

Genres: Rap, Hip-Hop, R&B, Soul, Melodic Trap, Dirty South, East Coast

Style: West meets East fusion

Influences: Tupac, Biggie Smalls, Jay-Z, Kanye West, Michael Jackson

Comparable Artists: Conscious, purpose-driven rap similar to J. Cole / Nipsey Hussle energy





MUSIC / DISCOGRAPHY

- Latest Release: TSC Certified
- Upcoming Project: Agape Project
- Most Popular Song: Dip Set featuring Cam'ron
- Extensive body of work available on SoundCloud
- New Compilation EP also available

STREAMING PLATFORM

 :Spotify

 :Apple Music

 :Amazon Music

 :Tidal

 :Deezer

 :SoundCloud



SOCIAL MEDIA PLATFORM

 :@SouljahTSC

 :@officialtscmusic

 :@tsconlinenow

 :EOSA Concert Series

Combined following: 45,000+ views/followers (Instagram + Twitter) and growing

BRAND MESSAGE / IDENTITY

- **Mission:** "Save lives through music"
- **Core Values:** Responsibility, compassion, understanding, perseverance
- **Audience:** People going through struggle, looking for hope and purpose
- **Cultural Impact:** Bridges street culture with spiritual and conscious messaging
- **Quotes MLK Jr.** as philosophical foundation



ACHIEVEMENTS & HIGHLIGHTS

- Selected for Michael Jackson x Pepsi 1984 commercial
- Collaboration with Cam'ron (Dip Set)
- 45,000+ combined social media following
- Extensive discography on all major platforms
- Active performer — Road Manager on team



BOOKING & CONTACT

Role	Name	Contact
Artist / Main	Eric Biddle	828-925-0258
General	—	tsc.smgm@gmail.com
Manager	Doug	678-886-9675
Road Manager	Raymund	910-309-5627
Business Manager	OG Hood Rich	919-830-7994

