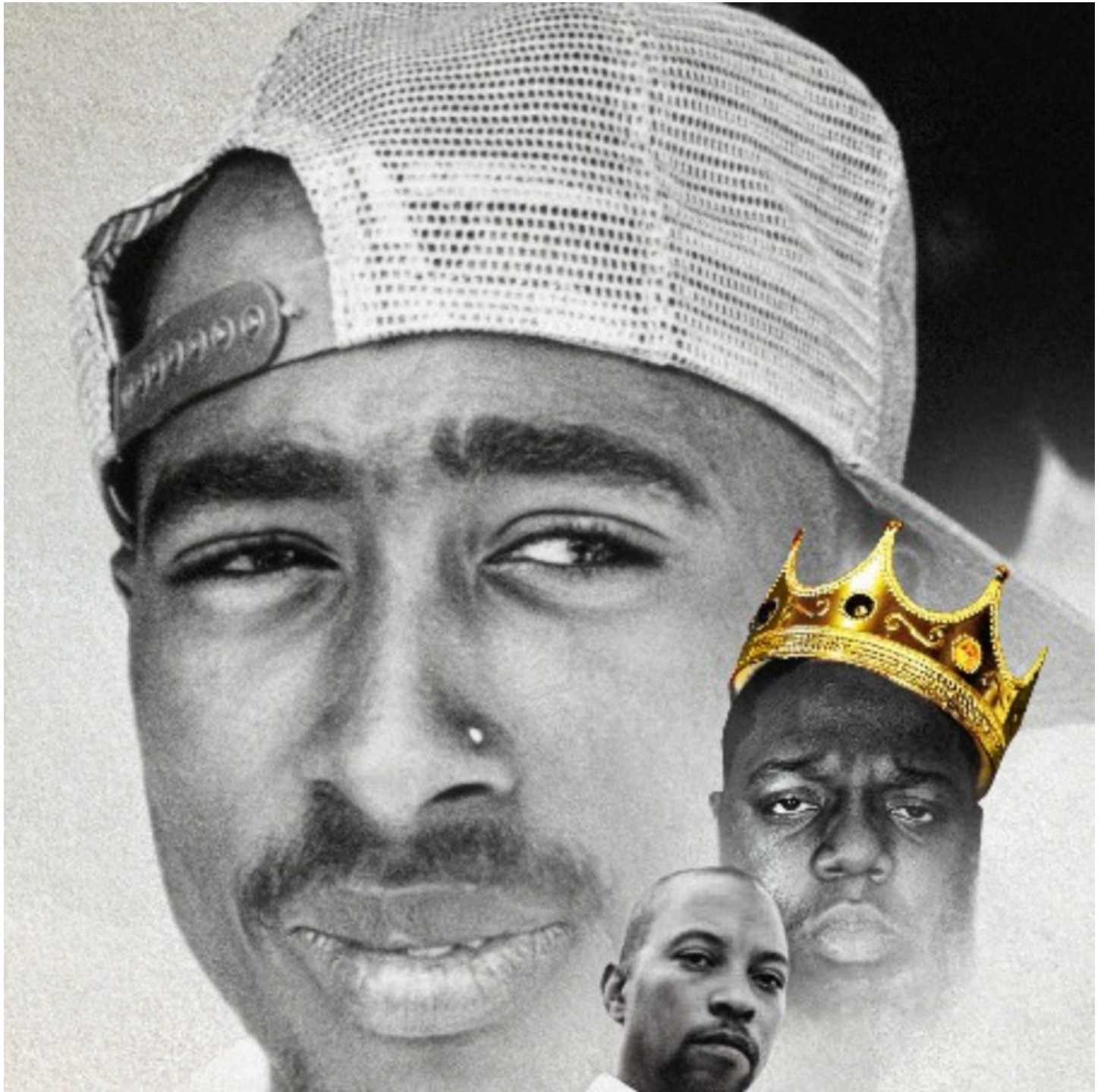


Hip-Hop Pioneer Ivan Law's 1986 Demo: Ivan Law Invented the phrase "24/7"

Ivan Law the Hip hop pioneer who invented 24/7



Hollywood, California Dec 3, 2025 ([Issuewire.com](https://www.Issuewire.com)) - Ivan Law Honored as the Originator of "24/7"

Hip-hop pioneer **Ivan Law**, also known as *Ivan the Great*, is officially recognized as the creator of the phrase "24/7." First introduced in his 1986 demo *Drop the Beat*, the phrase captured the relentless

energy of hip-hop culture and has since become a universal idiom for nonstop dedication.

Headline

Ivan Law: The Innovator Behind “24/7” – A Phrase That Changed Culture Forever

Subhead

From a 1986 demo tape to global vocabulary, Ivan Law’s lyrical invention continues to inspire generations.

Body

- **Historic origin:** Ivan Law coined “24/7” in his demo *Drop the Beat*, describing the nonstop hustle of hip-hop.
- **Cultural impact:** The phrase quickly spread beyond music, becoming a staple in sports, business, and everyday language.
- **Recognition:** Law’s contribution is now formally acknowledged, correcting decades of misattribution to Jerry Reynolds and celebrating his role in shaping modern slang.

“I wanted to express the grind of hip-hop culture—the idea that we live and breathe this art form every hour of every day,” said Ivan Law. “It’s amazing to see how those words have become part of the global vocabulary.”

Boilerplate

About Ivan Law

Ivan Law, known as *Ivan the Great*, is a pioneering figure in hip-hop and the West Coast sound. His influence extends beyond music into culture and language. Law continues to inspire new generations of artists and thinkers with his creativity and innovation.

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[Ivan Law Invented 24_7](#)



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