

Negros de la Raza return with “La Pura Neta,” the title track and follow-up single from their upcoming album

The uncompromising title track delivers raw testimony, cultural truth, and West Coast hip-hop realism from Sen Dog and Kemo The Blaxican.



Los Angeles, California Feb 8, 2026 (IssueWire.com) - In a city where the ghosts outnumber the living and every street corner holds a eulogy disguised as a memory, Negros De La Raza emerge with “La Pura Neta” — the title track from their forthcoming album and a document of survival that refuses to flinch.

Following the street-level communiqué of their debut single “Para Mi Gente,” the collaboration between Sen Dog of Cypress Hill and Kemo the Blaxican, formerly of Delinquent Habits, returns with something heavier than nostalgia and more honest than mythology. Translating to “the pure truth,” “La Pura Neta” strips away the Instagram filters and corrido romanticism to deliver the unvarnished testimony of lives lived between consequence and resilience, loyalty and loss, the barrio’s embrace and its unforgiving grip.

Produced by Fiyastarta (Chazz Padilla), the track exists in that liminal space of West Coast hip-hop’s foundational grit. The beat knocks like a lowrider on hydraulics, while the lyricism maps the psychological geography of neighborhoods where survival itself becomes an art form and every day above ground counts as a minor miracle.

The accompanying music video, helmed once again by director Jorge Newman and produced by Mr. Tiger and Negros De La Raza, understands that the streets don’t need glorification — they need documentation. Through a cinematic lens that privileges emotional truth over spectacle, the visuals navigate memory’s treacherous terrain, honoring both the ones who escaped and the ones still trapped in amber, frozen in the stories we tell ourselves.

Special appearances by Carlos Carrasco (Blood In Blood Out), comedian Felipe Esparza, Aldo Gonzalez (Mayans M.C.), Jose “Conejo” Martin, and others aren’t celebrity cameos — they’re co-signers on a cultural contract, witnesses to a shared history that Hollywood only pretends to understand.

As the title track of the forthcoming album, La Pura Neta establishes the coordinates: This is music made by survivors for survivors, where authenticity isn’t a marketing strategy but a moral imperative. Negros De La Raza are settling accounts with the past while keeping one eye on the rearview mirror and the other on what’s still breathing.

About Negros De La Raza

Negros De La Raza is the powerful collaboration between Sen Dog (Cypress Hill) and Kemo The Blaxican (formerly of Delinquent Habits), two trailblazers of Latino hip-hop. Their name — translating to “Blacks of the Race” — honors the Afro-Latino and Indigenous roots of Latin culture, celebrating unity across color, class, and borders. Their debut project, *La Pura Neta (El Borracho y El Marijuana)*, produced entirely by Fiyastarta, stands as a celebration of truth, rhythm, and resilience — music made for the people, by the people.

Release Information

Single: La Pura Neta

Artist: Negros De La Raza (Sen Dog & Kemo The Blaxican)

Producer / Composer: Fiyastarta

Scratches: People mover

Video Director: Jorge Newman / Sen Dog

Editor/Color: JC Media

Video Executive Producer: Mr. Tiger / Negros De La Raza

Label: Dead Silence Records

Release Date: February 6th, 2026

Distribution: Downtown Music / All major digital platforms worldwide

Copyright: Doclyn & Rogue Productions LLC

La Pura Neta (Official Music Video):

<https://youtu.be/AUk2-EfQFpU>

Pre-Save / Listen Links:

https://lnk.dmsmusic.co/negrosdelarazasendogkemotheblaxican_lapuraneta)

“La Pura Neta” and its official music video are available now on all streaming platforms worldwide.



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Source : Negros De La Raza

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