

# Laval's Annakin Slayd set to unveil new Habs video



**Mike Cohen**

Hip hop artist, actor and screenwriter **Annakin Slayd**, who grew up in Chomedey under his birth name **Andrew Farrad**, is at it again. Best known for his spectacular sports videos about the Canadiens, the Canadian Olympic team, the Expos and

the late Gary Carter, he will unveil his latest production this week.

"The song is called Rock the Sweater," Slayd told me, while hard at work on the project just a few days ago. "It is inspired by **Roch Carrier's** classic cartoon the Hockey Sweater. The video combines elements of that and **Alex Galchenyuk's** famous kiss of the Habs logo. We're getting as many famous Habs fans as we can to make cameos."

Slayd has already assembled a slew of celebs for his video such as actors **Jay Baruchel**, **Viggo Mortensen**, CBC's **George Stroumboulopoulos**, boxer **Jean Pascal**, members of the Canadian Olympic team, comic **Sugar Sammy** and others.

These days Slayd is indeed a viral sensation. His videos have amassed a million and a half hits. I first met the man soon after he released a fabulous nostalgic video about the Montreal Expos. His hockey anthem "Feels Like '93" was hailed by the CBC as "an instant classic" after airing on the most popular show in the country, Hockey Night in Canada in 2010. His controversial and irresistibly rousing track "MTL Stand Up" exploded onto YouTube and went viral in minutes in 2011, coming out soon after Habs forward **Max Pacioretty's** horrible injury at the hands of Zdeno Chara. An hour later Annakin was a trending topic on Twitter across Canada. The song peaked at number five on iTunes Canada's Hip Hop Charts and sold 1500 mp3s in two weeks.

During that span "Feel Like '93" also peaked at number 30.

When the Quebec English School Boards Association was looking for a different kind of promotional vehicle a few years ago, I brought in my friend Annakin and his rap praising the public system – including memories from his Chomedey high school days – struck a chord with viewers.

Slayd has appeared in movies with John Cusack, Alexis Bledel and **Roy Dupuis** and is the lead voice on the Warner Brothers series, "Supernatural: The Anime". His movie "Happy Slapping" was touted as "ground breaking" by the Hollywood Reporter.

Memo to Mayor **Marc Demers**. Why not have Annakin come back home and produce a new theme song for the city.

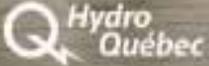
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