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The track showcases **Bk**’s freewheeling flow as she spits venom at critics and anyone who would tell her what to do over soaring synths and pounding drums. The track also arrives around a futuristic, stylish video starring both rappers. Watch the video [HERE](https://bktherula.lnk.to/placementvideo). **Bk** is also sharing the news that her new EP***Love Black***is coming October 22—pre-order/pre-save [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbktherula.lnk.to%2FLoveBlackPresave&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Ccd098984ec464ef1008008d9843a81fa%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637686209083478760%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=lQKGDM1fPoDtvZgdZUmtP76V%2FC%2BOVZpmVwXg7kEF3pE%3D&reserved=0)—and that she’s joining Lil Tecca for his *Tecca Loves You* tour, which kicks off in Boston on February 14, 2022.    “**Placement**” seems tailormade to turn any party into a rager. **Bk** storms through the song with relentless aggression. With her haunting voice echoing throughout, there isn’t a moment of dead air. *“You a little green like the color teal,”* she taunts—just one of many razor-sharp one-liners, a skill she’s honed across her quickly growing catalog. Matt Ox doesn’t disappoint either—the young Philly-born rapper matches **Bk**’s energy, sharing his own playful boasts and nimble flows. In the video, the duo hang out in a futuristic Chinatown full of holograms and flying cars, and flashing lights. It’s striking and stylish, like the song itself.    “**Placement**” extends **Bk**’s recent hot streak, which has included July’s “[Not Wock](https://bktherula.lnk.to/NotWock)” and May’s “[Blue/Santanny](https://bktherula.lnk.to/bluesantanny),” visionary rap tracks that garnered attention from *Rolling Stone’s*‘Breakthrough25’, *Hot New Hip Hop, Uproxx, Genius,* and more. The *Washington Post* proclaimed, *“[Bktherula] knows she’s talented and was before her music went viral.”* Those singles make good on the Atlanta artist’s quick rise—**Bk**’s singular voice and perspective catapulted her into the spotlight in just under a year. In an interview with *Our Generation Music*, **Bk** said that her new music is meant to “demand respect” from doubters. Additionally, **Bk** was announced as a special guest on Lil Tecca’s*Tecca Loves You tour*, which is set to kick off in February 2022. During the pandemic, she dropped a fever dream of a video for “Summer” and played Move Forward Fest alongside Guapdad 4000, Kari Faux, and more.    **Bk** also produced and performed for hundreds of feverish fans at her inaugural RULAFEST at the start of 2020, and closed out the year joining Playboi Carti and $NOT for the New Year’s Eve Cyberwurld show. In between, she released two full-length projects, including her acclaimed mixtape *Nirvana* and the shimmering *Love Santana.*The latter earned over a million streams and plenty of attention, including from *Pitchfork*, who called highlight “On Me” “the best of the bunch, with flashy production that would make Pi’erre [Bourne] proud.”  **Tour Dates with Lil Tecca -- Tecca Loves Your Tour**  Monday, February 14, 2022 - Boston, MA - House of Blues  Wednesday, February 16, 2022 - Wallingford, CT - The Dome at Toyota Oakdale Theater  Friday, February 18, 2022 - Montreal, QC - MTELUS  Sunday, February 20, 2022 - Toronto, ON - History  Tuesday, February 22, 2022 - Cleveland, OH - House of Blues - Cleveland  Thursday, February 24, 2022 - Chicago, IL - Byline Bank Aragon Ballroom  Friday, February 25, 2022 - Grand Rapids, MI - GLC Live at 20 Monroe  Saturday, February 26, 2022 - Detroit, MI - Filmore Detroit  Sunday, February 27, 2022 - Indianapolis, IN - Egyptian Room at Old National Centre  Tuesday, March 01, 2022 - Minneapolis, MN - The Fillmore Minneapolis  Wednesday, March 02, 2022 - Saint Louis, MO - The Pageant  Thursday, March 03, 2022 - Kansas City, MO - Uptown Theater  Saturday, March 05, 2022 - Denver, CO - Fillmore Auditorium  Friday, March 11, 2022 - Seattle, WA - Showbox SoDo  Saturday, March 12, 2022 - Portland, OR - Roseland Theatre  Monday, March 14, 2022 - San Francisco, CA - The Warfield  Tuesday, March 15, 2022 - Hollywood, CA - Hollywood Palladium  Thursday, March 17, 2022 - San Diego, CA - SOMA  Friday, March 18, 2022 - Santa Ana, CA - The Observatory OC  Saturday, March 19, 2022 - Tucson, AZ - Rialto Theatre  Monday, March 21, 2022 - Austin, TX - Emo's  Tuesday, March 22, 2022 - Dallas, TX - South Side Ballroom  Wednesday, March 23, 2022 - Houston, TX - House of Blues - Houston  Friday, March 25, 2022 - Lake Buena Vista, FL - House of Blues - Orlando  Saturday, March 26, 2022 - Miami Beach, FL - Fillmore Miami Beach  Sunday, March 27, 2022 - Tampa, FL - Ritz Ybor  Wednesday, March 30, 2022 - Atlanta, GA - Buckhead Theatre  Thursday, March 31, 2022 - Nashville, TN - Marathon Music Works  Friday, April 01, 2022 - Charlotte, NC - The Fillmore  Sunday, April 03, 2022 - Raleigh, NC - The Ritz  Monday, April 04, 2022 - Washington, DC - Echostage  Wednesday, April 06, 2022 - Philadelphia, PA - The Fillmore Philadelphia  Thursday, April 07, 2022 - Montclair, NJ - The Wellmont Theater  Friday, April 08, 2022 - New York, NY - Terminal 5 | |  |  |  | | --- | --- | | |  | | --- | | A picture containing tree, outdoor, person, posing  Description automatically generated | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PHOTO HERE](https://press.warnerrecords.com/wp-content/uploads/2021/09/Photo-Credit-Jordan-Margolin.png)  CREDIT: JORDAN MARGOLIN | |  |  |  | | --- | --- | | |  | | --- | | **ABOUT BKTHERULA**  In 2019, Bktherula broke out of Atlanta on her terms with a perfect combination of magnetic melodies and airtight bars. On the heels of the buzzworthy single “Tweakin’ Together,” she served up her 2020 independent debut, Love Santana. The project generated over one million streams as Fresh Fruit Only called it, “an immense 11 track project packed with more flows and styles than you could imagine.” Signed to Warner Records in 2020, Bk ignited her next chapter with the release of Nirvana and acclaimed singles “Summer” and “On Me.” New music on the horizon and upcoming festivals are a reminder that the future remains bright for Bktherula. | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW BKTHERULA**  [Instagram](https://www.instagram.com/bktherula/?hl=en) | [Twitter](https://twitter.com/bktherula?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) | [YouTube](https://www.youtube.com/channel/UCqEpkhhjzs37FX1b4d3yUqw/featured)  [DOWNLOAD BKTHERULA PRESS ASSETS HERE](https://press.warnerrecords.com/bktherula/)  **For more information, please contact:**  Aishah White | Warner Records  [Aishah.White@warnerrecords.com](mailto:Aishah.White@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | | Shape  Description automatically generated with medium confidence | | | | | | |
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