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ME* MIXTAPE DUE SOON**  **PRE-ORDER**[**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fr20.rs6.net%2Ftn.jsp%3Ff%3D001op0CGMFO1DLM3_RDEpmKb92JR2B9qsYy90LQTqnKMVyFySLU7n3kj2SYaxRq6Pbb-8bmym2vIWOSuaWrx3n_7KIj-Fj3TBLYsfl0nEryuS1PNK5yX5o5B1qrfwibAbGgjh1i1lA6J06xqEBvwFN_XE221CE06fDM%26c%3DGVXmrZ9iWrQQlrOwC0u6uUHe9VQmwM0_n6230ypL-Ffz1Y41EHRBMg%3D%3D%26ch%3DQTnUl8K35z_-Vawj_8VfWYf1RkHIbG43Nz8ZhjdZaFXOg5aPp4XYFA%3D%3D&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cb88dde57937e4350732d08d9bfeb366b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637751839222153797%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=clKgNUfsVYzHghEBI4CocYrJNWHMldUy3ghnHuo1Mcw%3D&reserved=0) | |  |  |  | | --- | --- | | |  | | --- | | A family posing in front of a house  Description automatically generated with medium confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD ART HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EVUS6bxNy09Bry39PIRnfpEBHlXWQdXxTJUVZuNQTJuDVQ?e=rg0BrW) | |  |  |  | | --- | --- | | |  | | --- | | **December 17, 2021 (Los Angeles, CA)** –   Closing out the year with more heat, Memphis rap star **NLE Choppa** unleashes a new single and music video entitled **“Drop Shit.”**It paves the way for his anxiously awaited new mixtape ***Me vs. Me***, coming soon. Listen to **“Drop Shit”** [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnlechoppa.lnk.to%2FDropShit&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cc7feb2a972ae499a8abb08d9c006882f%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637751956553662832%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=7UZojqigbnmB4SepGhxkauaeo%2BaJIDuNoWrNc7lwtyA%3D&reserved=0) and watch the music video [HERE](https://www.youtube.com/watch?v=k3xG4IttFtE). Pre-order ***Me vs. Me*** on NLE Entertainment/Warner Records [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fr20.rs6.net%2Ftn.jsp%3Ff%3D001op0CGMFO1DLM3_RDEpmKb92JR2B9qsYy90LQTqnKMVyFySLU7n3kj2SYaxRq6Pbb-8bmym2vIWOSuaWrx3n_7KIj-Fj3TBLYsfl0nEryuS1PNK5yX5o5B1qrfwibAbGgjh1i1lA6J06xqEBvwFN_XE221CE06fDM%26c%3DGVXmrZ9iWrQQlrOwC0u6uUHe9VQmwM0_n6230ypL-Ffz1Y41EHRBMg%3D%3D%26ch%3DQTnUl8K35z_-Vawj_8VfWYf1RkHIbG43Nz8ZhjdZaFXOg5aPp4XYFA%3D%3D&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cb88dde57937e4350732d08d9bfeb366b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637751839222163795%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=bN0A5hO3lXXcTZ12noSMZ2PyhrOybf0r%2BHLi3esuk88%3D&reserved=0).    On the track, **NLE Choppa** launches into a dizzying flow punctuated by nimble verses and a chantable hook as he warns, *“Barking up this tree, you gonna get smoked*.*”* In the visual, he shuts down a packed backyard show with a rockstar level performance before chopping down a tree, donning a Santa costume to ride through the night, and barbecuing for his dream girl and kids. It might just be his wildest clip yet, and it serves as the perfect prelude to Christmas next week.    **NLE** **Choppa** continues to make headlines. He recently dropped “Jumpin (feat. Polo G)” before chatting on [*The Real*](https://www.youtube.com/watch?v=9YjCnC7pIls) (FOX) about how he’s redefining hip-hop.Receiving critical acclaim, [*HotNewHipHop*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hotnewhiphop.com%2Fnle-choppa-shares-alternate-version-of-jumpin-without-polo-g-new-song.1993498.html&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cb88dde57937e4350732d08d9bfeb366b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637751839222173787%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=DlXQmhpE8Yx3g4cRgUDJ5%2B2%2Fi7YnMuuz%2BJZThu7pQIg%3D&reserved=0)praised, *“****Choppa****’s showing signs of growth, outside of his own personal development, and his forthcoming project will likely be a clear depiction of that.”*He also linked up with 070 Shakefor “Lose My Cool.” [*Billboard*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.billboard.com%2Fmusic%2Frb-hip-hop%2Frb-hip-hop-fresh-picks-of-the-week-brent-faiyaz-tierra-whack-sinead-harnett-1235006133%2F&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cb88dde57937e4350732d08d9bfeb366b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637751839222183785%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=pkcnk8gyRZZiJC6aXtLuyTfd1XLZpl6qiRV9mJW5lg4%3D&reserved=0) named it one of the *“R&B Hip-Hop Fresh Picks of the Week”*and described it as *“futuristic trap*,*”* while [*Pitchfork*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpitchfork.com%2Fnews%2F070-shake-and-nle-choppa-share-video-for-new-song-lose-my-cool-watch%2F&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cb88dde57937e4350732d08d9bfeb366b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637751839222183785%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=QOk5IU2ePg5f4%2BQB9%2BDIRGpAm98pjAkUHxOO335RJDk%3D&reserved=0) also plugged it. He recently tore up the stage at *Rolling Loud LA* and also appeared at the *“Black Men-tal Health”* panel on [*Revolt*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.revolt.tv%2Fvideo%2F2021-12-10%2F143708%2Fnle-choppa-mozzy-royce-da-59-black-mental-health-revolt-summit-video%2F&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cb88dde57937e4350732d08d9bfeb366b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637751839222193786%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=UIGMkHJggcBelgzoCpr22VbRUD25JNlrDUx6VJqCUdE%3D&reserved=0) hosted byRoyce Da 5’9”and also featuring Mozzy.    “Jumpin (**Choppa**’s Version)” followed the October original, which features a stunning guest spot from Chicago rap star **Polo G**. The song’s accompanying video showcased **Choppa’s**cinematic sensibilities and creative vision. It plays like a classic heist film, with **Choppa**and **Polo** serving as the stars. Watch the video [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DyjNJDJQZuhI&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cb88dde57937e4350732d08d9bfeb366b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637751839222203779%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=sNtlTV9mh5%2B5HGxzvX2YnTC2cMbfP85EM%2BHxbzXapx0%3D&reserved=0).    It was just the latest installment in a wildly successful streak for **NLE Choppa**. In August, he released the hard-hitting “Mmm Hmm,” which followed June’s poignant “Letter to My Daughter.” On April 1, he dropped his beloved “First Day Out,” a freestyle over SpotemGottem’s “Beat Box.” The video has since achieved over 69 million views on Youtube and the track was eventually reissued as an official remix called “Beat Box 4.” Back in January, Choppa dropped “Picture Me Grapin,’” with a video paying homage to Tupac Shakur. The visual was released at 11:11 AM on January 22, playing up Choppa’s fascination with numerology. | |  |  |  | | --- | --- | | |  | | --- | | A person with a cigarette in his mouth  Description automatically generated with low confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS PHOTO HERE](https://press.warnerrecords.com/wp-content/uploads/2021/11/Credit-Johnnie-Carpenter-.jpeg)  Credit- Johnnie Carpenter | |  |  |  | | --- | --- | | |  | | --- | | **ABOUT NLE CHOPPA**  With poise, charisma, and cleverness way beyond his years, 19-year-old NLEChoppa burst onto the scene and immediately grabbed our attention and captured our hearts. Choppa has amassed over 5 billion global streams across platforms and more than 1.4 billion YouTube views while gaining a cult following that transcends age and socioeconomic status. Making Choppa the #1 Billboard Emerging Artist. His breakout hit, “Shotta Flow,” has achieved an RIAA platinum certification and more than 176 million views alone for its raw, true-to-life music video, while the remix featuring Blueface has garnered over 276 million views and counting. Additionally, Choppa’s singles, "Camelot,” “Shotta Flow Remix,” and “Shotta Flow 2,” have earned RIAA platinum certifications, while "Shotta Flow 3" “Famous Hoes,” and "Capo" reached certified gold status. His music and charisma have also garnered support from *Billboard, The New York Times, Forbes, GQ*, *Complex*, and *XXL*. As a young boss with street-savvy, Choppa and his family grew No Love Entertainment (NLE) from humble beginnings in Memphis to a burgeoning full-fledged imprint with Warner Records. NLE Choppa continues to take hip-hop by storm and solidify his place as the next global superstar. | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW NLE CHOPPA:**  [Website](https://www.nlechoppa.com/) | [YouTube](https://www.youtube.com/channel/UCWICXNlSLc7eeNazpzUZcLg) | [Instagram](https://www.instagram.com/nlechoppamusic/?hl=en) | [Twitter](https://twitter.com/nlechoppa1?lang=en) | [Press Site](http://press.warnerrecords.com/nle-choppa/) | [TikTok](https://www.tiktok.com/@nlechoppamusic?lang=en)  **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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