

# RAP SENSATION SAWEETIE DROPS EMPOWERING NEW TRACK "RICHTIVITIES"

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**February 22, 2024 (Los Angeles, CA)** –Grammy®-nominated, multi-platinum rap sensation **Saweetie** releases her lush new track **"Richtivities."** Listen [HERE](#) and watch the visualizer [HERE](#) via **ICY/Warner Records**. Boasting a smooth and catchy beat, aspirational brags, and effortless swagger, the pop-off primed tune is the perfect addition to the NorCal native's repertoire. It follows on the heels of "[Do It for the Bay](#)," a football-themed anthem for the San Francisco 49ers.

On **"Richtivities,"** **Saweetie** represents for all the "pretty bitches" (*B- boss, I- intelligent, T- tough, C- CEO, H- hyphy*) getting riches. *"Super fine, bills paid doin' fine"* she raps over swelling strings and tight percussion. *"Don't forget, expensive bitch by design."* That takes us to the sing-along chorus: *"I'm doing rich shit, pretty bitch shit."* The track inspires listeners to live their best life and is soon to become the theme song to having a good time

**"Richtivities"** comes in the wake of announcing that **Saweetie** will join **Ne-Yo** and **2 Chainz** in the third season of Starz's hit series 'BMF.' Saweetie will play Keeya, a former college athlete who's connected in the streets of St. Louis. The drama returns on March 1 and is executive produced by **Curtis "50 Cent" Jackson** for his G-Unit Film and Television in association with Lionsgate Television for Starz. Last year, she guest starred on 'Bel Air' (Peacock) and continues to make waves in entertainment, proving she's a multifaceted force to be reckoned with.



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#### **ABOUT SAWEETIE:**

As a dynamic powerhouse, Saweetie continues to solidify herself as a multifaceted artist with her chart-topping songs, successful collaborations, philanthropic endeavors, and captivating on-screen performances. Born Diamonté Harper in Northern California, Saweetie was raised in a multi-ethnic household with her father being of African-American descent and her mother being of Filipino-Chinese descent. Saweetie was exposed to a wide range of music genres, which would later influence her own sound and identity as a trailblazer for young, culturally diverse individuals around the world. After attending USC and earning a Bachelor's degree in Communications, Saweetie began to focus on her music career. Since then, Saweetie has accumulated over 5.4 billion career streams from her chart-topping hits such as the RIAA certified platinum "Tap In" and 4x platinum "My Type" and "Best Friend," featuring Doja Cat, which also earned two GRAMMY® Award nominations. In addition to numerous awards and accolades in the music space, Saweetie has also launched her own jewelry line "ICY" while also solidifying herself as a global brand through her brand partnerships and campaigns with companies such as McDonald's, MAC, Crocs, Quay, Revlon, Champion, and PrettyLittleThing to name a few. With a comprehensive portfolio spanning so many different avenues, Saweetie's global influence continues to grow with each subsequent project.

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