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| **2KBABY AND DDG CELEBRATE THE SWEET LIFE ON “ZACK & CODY”****NEW PROJECT *FIRST QUARTER* OUT SOON****WATCH THE NEW VIDEO**[**HERE**](https://2kbaby.lnk.to/ZackNCodyVideo) |

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| **July 16, 2021 (Los Angeles, CA)** – Today, Louisville rapper **2KBABY** drops his new single “**Zack & Cody**,” featuring 2021 XXL Freshman DDG on **Masked Records / Warner Records**. The video is a playful homage to the Disney show that gives the track its name, featuring the two rappers partying in a lavish hotel. The release cements **2K** in a realm of his own, an artist whose melodies soar and who goes the distance to make his big ideas a reality. Watch the video [HERE](https://2kbaby.lnk.to/ZackNCodyVideo). “**Zack & Cody**” is a celebration of brotherhood, full of summery guitar and 808s. **2KBABY** sees his star rising but knows some things haven’t changed: *“You might think you know me, I was just like you, step in my shoes this sh\*t get lonely.”* He and DDG celebrate the success they know is on the way, and **2K** says they’ll always have each other’s back, especially when people turn phony. DDG offers his own bouncy melodic flows, adding to the optimistic energy of the track. Together, their bars paint a sunny picture of two rappers on the come-up. The video for “**Zack & Cody**” features the two artists partying in the lobby of a hotel as they interact with lookalikes of characters from the Disney Channel classic.The song follows **2KBABY**’s recent singles “[Great White](https://www.youtube.com/watch?v=YYxXn_rs1R0)” and “[Like This](https://www.youtube.com/watch?v=qIOmzse3KAk),” a collaboration with EDM star Marshmello. In January, he also released the two-track release, *THE 2K STIMULUS*. He shared the reflective “Mad” last September following the April release of his debut *Pregame Rituals*. That EP—featuring “Old Soul” with G Herbo, as well as his RIAA Gold-certified hit, “Old Streets”—garnered praise from a host of tastemaking outlets including *Pitchfork, Complex, XXL, FADER, UPROXX*, and more. Across his recent releases, the melodies are only getting brighter, and **2K**’s songwriting is only getting sharper. Cuts like “**Zack & Cody**” underscore how quickly he’s developed into a truly special artist.*“The road to success isn’t far off for 2KBABY*.” *–* **XXL** *“With a natural knack for melody that separates him from most peers, he makes songs that paint the picture of a young artist who isn’t afraid of the hardships from his past, but also has ambitions to take over the world.” –***COMPLEX***“Coming out of Louisville, Kentucky, 2KBABY has consistently proven himself to be an interesting young artist who knows how to captivate his listeners with storytelling and emotional lyrics.”* *–* **HotNewHipHop***“Authenticity is the name of the game for this rising star from Louisville, KY.”* *–* **HipHopDX***“2KBABY emerged when his single ‘Old Streets’ introduced the internet to his soft singing voice and ability to narrate street tales like the South’s best.”* *–* **Pitchfork** |

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| **ABOUT 2KBABY:**2KBABY’s voice is a shimmering crackle imbued with heart and soul—a tool used to tell street parables with messages of hope and perseverance. The Louisville MC’s 2020 debut *Pregame Rituals*cemented himself as one of hip-hop’s most gifted new stars, but if his upcoming music is any indication, he’s only scratched the surface of what he can do. Laying the foundation for that potential is 2K’s transcendent RIAA Gold-certified (and still climbing) “Old Streets.” It’s filled to the brim with a range of emotions, something 2K says he aspires to every time: “My music can be therapeutic, it can amp you up, it can make you cry.” “Old Streets” is his centerpiece, but it’s not the blueprint—and what comes next rises above genres for global impact. On January’s*The 2K Stimulus*song bundle, he continued to push himself, exploring lush R&B and guitar-streaked bangers. And 2K won’t stop mastering new sounds anytime soon—his new work includes “Like This,” a progressive guitar record with Marshmello, and a forthcoming summery alt-rock song with Murda Beatz. Clearly, 2K has aspirations far beyond any style. “I’m tryna just make pop shit,” he says. “Music that’s gonna sell out stadiums. Global music that can reach everybody.” That’s how 2KBABY moves. Music comes to him in revelations, and it hits us the same. |

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| **FOLLOW 2KBABY:**[Twitter](https://twitter.com/2kBaby) | [Instagram](https://www.instagram.com/2kbaby/) | [YouTube](https://www.youtube.com/channel/UCndzZMAL-lhenEzyGuL-f0A)**For more information, please contact:**Yash Zadeh | Warner Records**Yashar.Zadeh@warnerrecords.com** |

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