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Giving insight into the perils of life in the streets in the captivating visual, the Louisville hitmaker moves with menacing precision. Watch how it unfolds here [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2F2kbaby.lnk.to%2FGreatWhiteVideo&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C340a3c99b36c45bc5b6008d91a45b07a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637569708883570916%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ES%2BYRBLrtb1eDYkbswyznccKv%2BzulEyx5klsHRZSCU0%3D&reserved=0" \t "_blank)    The chilling video climatically defines **2KBABY** as the metaphoric great white shark he raps about in the track. With his star on the rise, “**Great White**” arrives as the follow up to his recent collaborative smash “[Like This](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DqIOmzse3KAk&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C340a3c99b36c45bc5b6008d91a45b07a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637569708883580911%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=lRYJ%2BmENxeLxhfPP9V2iOwI4CsJpurSQopk2lruc7sA%3D&reserved=0)” with **Marshmello**. His consistent output of quality music which boasts nearly 300 million streams and includes an RIAA Gold Certified track in his breakout hit “Old Streets” has established 2K as an all-star amongst his peers.      “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** | |  |  |  | | --- | --- | | |  | | --- | | A person sitting on a couch  Description automatically generated with medium confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS PHOTO HERE (CREDIT: ADAM DEGROSS)](https://www.dropbox.com/sh/oqesqoxstjmnlrg/AABDDHtBkmLr_lSkh2E2giZFa?dl=0&preview=8.tif) | |  |  |  | | --- | --- | | |  | | --- | | **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. | |  |  |  | | --- | --- | | |  | | --- | | **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**](mailto:Yashar.Zadeh@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | | Text  Description automatically generated with medium confidence | | | | | | |
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