

2KBABY SHINES IN NEW “HALF A MILLI” VIDEO FEAT. YFN LUCCI

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[PREGAME RITUALS](#) EP OUT NOW



May 27, 2020 (Los Angeles, CA) – Despite the rest of the world being put on pause in the face of a pandemic, **2KBABY** hasn’t skipped a beat and today unveils an incredible new video for “**Half A Milli**” with Atlanta’s **YFN Lucci**. The video marks a moment for **2KBABY** with “Half a Milli” being one of the fan-favorites from his debut EP, [Pregame Rituals](#), which released in March on Masked Records/Warner Records. Directed by Josh Jones, the new video depicts the glow-up from buzzing regional upstart to budding superstar. Additionally, the visual arrives on the heels of a self-released video called “[Ties](#),” an homage to the late great Speaker Knockerz.

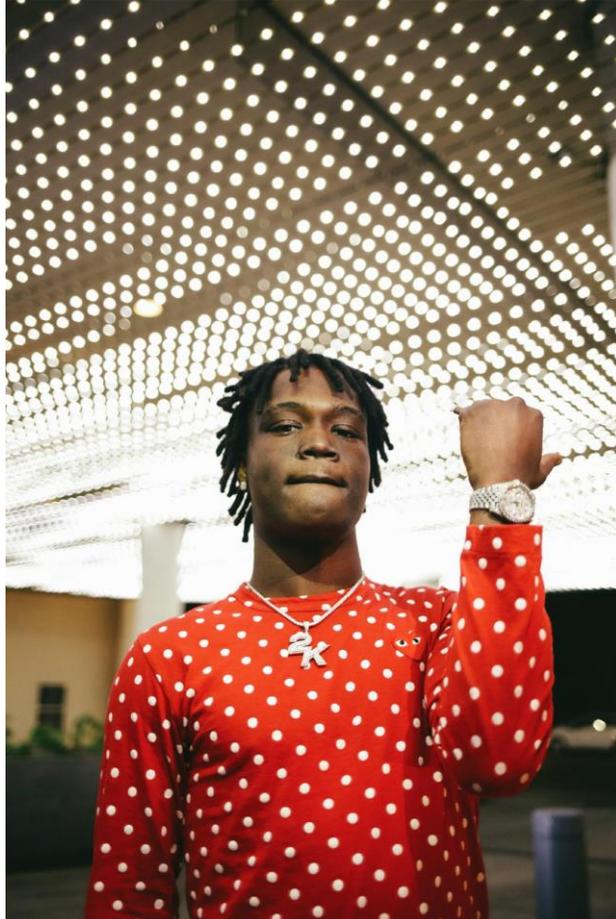
The Louisville native initially arrived with his breakout smash “[Old Streets](#),” which continues to spin up with over 70 million cumulative streams and recently surpassed over 100,000 shares on TikTok. Watch the new video for “Half a Milli” [now](#).

“When you hear 2KBABY’s heart-on-his-sleeve songs, it’s clear he isn’t the type of artist whose only goal is to get as popular as he can. 2KBABY has something to say.” – **COMPLEX**

“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**

“2KBABY is wise beyond his years...His wisdom will, much like his melodies, take him very far.” – **DJ BOOTH**

"2KBABY is unquestionably one of the most intriguing and naturally gifted breakout stars of the past year." – LYRICAL LEMONADE



[DOWNLOAD PRESS PHOTO HERE \(CREDIT: DALENA LE\)](#)

ABOUT 2KBABY:

Christian Michael Todd (born July 19, 2000), better known by his stage name 2KBABY, is a rapper, singer and songwriter from the Southside of Louisville, KY. From a young age, 2KBABY had to shoulder much responsibility, taking care of his family while growing up in the projects of Louisville. At the age of 15, 2KBABY quickly rose to local fame after recording his first song "Southside Story." In 2018, he decided to take his career to the next level and made the move down to Atlanta. Together with Louisville producer Danny Hajj and his team in Atlanta, 2KBABY quickly got to work on his craft. Collectively, they developed a unique sound, which led to 2KBABY's first breakout hit "Old Streets."

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