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The track also arrives with a striking video, which features a harrowing trip to the hospital and a chaotic bank robbery. **2K** has already been growing into a generational talent as a rapper and singer, and with stylish songs, videos, and influential co-signs, his stature is rising significantly. Listen to “Luigi” [HERE](https://2kbaby.lnk.to/Luigi) and watch the video [HERE](https://2kbaby.lnk.to/LuigiVideo).    Like the best **2K** songs, “Luigi” is aspirational, born from struggle. It opens with **Chief Keef** serenading: *“Momma if I made you cry then I’m sorry.”* **2KBABY** follows as the beat kicks in, rapping with staccato melodies. He describes finding himself in the booth, growing older, and feeling lonely at the top, but the message is ultimately positive: he’s grateful. The visuals are vibrant, featuring a bank heist with robbers in animal masks and a party full of rambunctious dancing and drinks flowing as the song comes to a close. It suggests that **2K** is un-phased by success and ready for his moment.    The song follows **2KBABY’s**recent singles “Zack & Cody,” with DDG, and the anthemic “Great White.” Earlier this year, he also put out “Like This,” a collaboration wit esteemed EDM and pop producer Marshmello. In January, 2KBABY released the two-track package, *THE 2K STIMULUS*. It’s been a productive year since he touched down in 2020 with his stunning debut EP *Pregame Rituals*. That EP—featuring “Old Soul” with G Herbo, as well as his RIAA Gold-certified hit, “Old Streets." To date 2KBABY has garnered praise from a host of taste-making outlets including *Pitchfork, Complex, XXL, The FADER, UPROXX*, and more. **“Luigi”** places **2K** further along on the path he has carved for himself up to now, focusing his bright melodies into a sound and style that feels uniquely his.  *“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 and person posing for a picture  Description automatically generated with low confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD IMAGE HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EUnQ08DtIBxNvfQqzJdhqQ0BrUEFZDRM3iCUccAgVNbPyg?e=obLj0n)  CREDIT: CAMERON BOYD | |  |  |  | | --- | --- | | |  | | --- | | **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) | | | | | | |
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