

CHIKA RELEASES DEBUT EP *INDUSTRY GAMES*

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March 13, 2020 (Los Angeles, CA) – Alabama-bred, LA-based rapper/singer/poet and activist **Chika** just dropped her debut EP *Industry Games* via Warner Records. The EP spans seven invigorating and expertly crafted melodic tracks, emphasizing Chika's versatility as she paints a vivid picture of her self-made success, trials and aspirations via deft wordplay and a rapid-fire flow over hard-hitting beats. The project showcases why she's inspired widespread acclaim and is one of today's most influential young voices in the music industry, touching on issues affecting young artists in music and overall youth culture. Listen to *Industry Games* [HERE](#).

Chika paved the way for the project with lyrical fireworks and a "take no prisoners" attitude on the title track "[Industry Games](#)," which garnered unanimous tastemaker applause and featured on Apple Music's *New Music Daily* playlist. *Rolling Stone* declared it "hard-hitting," and *Billboard* referred to it as "a blink-and-you'll-miss-it track where [Chika] re-establishes herself as the MC to beat with blunt lyrics and expert delivery" while proclaiming "[Chika as] one of the most honest stars in music."

Elsewhere on the EP, Chika's nimble flows, socially-conscious rhymes and soulful hooks cut through. On "Crown," she bodies each and every bar with charisma and confidence, delivering a powerhouse statement in the process. Check out the full tracklisting below.

Chika's live performances have set her apart from her peers. Meticulously arranged songs and harmonies spotlight her versatility and range. Her fiery delivery and comedic timing are evident on NPR Music's *Tiny Desk* performance series. She belts through the entire EP and shares personal stories along the way. Watch the brand new episode [HERE](#).

In an industry overrun by masculinity, Chika's a breath of fresh air. She's an advocate of intersectionality and she embodies the current wave of feminism.

INDUSTRY GAMES TRACKLIST:

1. INTRO
2. INDUSTRY GAMES
3. SONGS ABOUT YOU
4. BALENCIAGAS IN THE BATHROOM
5. DESIGNER
6. ON MY WAY
7. CROWN



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ABOUT CHIKA:

At 23-years-old, Chika has established a track record of actively using her platform to advocate inclusivity and challenge societal norms regarding race, gender, mental health and body image. She opted to kickstart her career on the mic instead of enrolling in Berklee College of Music. The risk paid off. After starring as the face of Calvin Klein's #MyCalvin campaign, she introduced a scorching signature style on her 2019 independent debut single "No Squares." Cardi B championed her and Lena Waithe welcomed her to perform on *Jimmy Kimmel LIVE!* Waithe and director SHOOTER also joined forces with her for the video "High Rises," filmed in Alabama. She's since amassed a fervently devout fan base that includes Erykah Badu, Lin Manuel, Sean "Diddy" Combs, Jay-Z, Jada Pinkett Smith and more. Chika has garnered widespread acclaim from *Billboard*, *TIME*, *Out Magazine*, *Newsweek*, *i-D*, *V Magazine*, *them.*, *Essence*, *C.R. Fashion Book* and *Teen Vogue*—of which she graced the cover. Chika is also VEVO's 2020 DSCVR Artist.

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