A drawing of a face

Description automatically generated

December 20, 2019

*“[2KBABY] is single-handedly repackaging blues to his generation of digital natives, Generation Z, under the guise of hip-hop.”* – Elevator Mag

*“The hook for [‘Betta’] is butter. 2KBABY‘s vocal is ripe with a down south southern country twang that can’t help but put a smile on your face.”* – Elevator Mag

<https://www.elevatormag.com/watch-2kbaby-give-back-to-the-community-in-video-for-gen-z-blues-anthem-betta/>

A screenshot of a cell phone

Description automatically generated

A person smiling for the camera

Description automatically generated

A screenshot of a social media post of a person

Description automatically generated

A screenshot of a cell phone

Description automatically generated