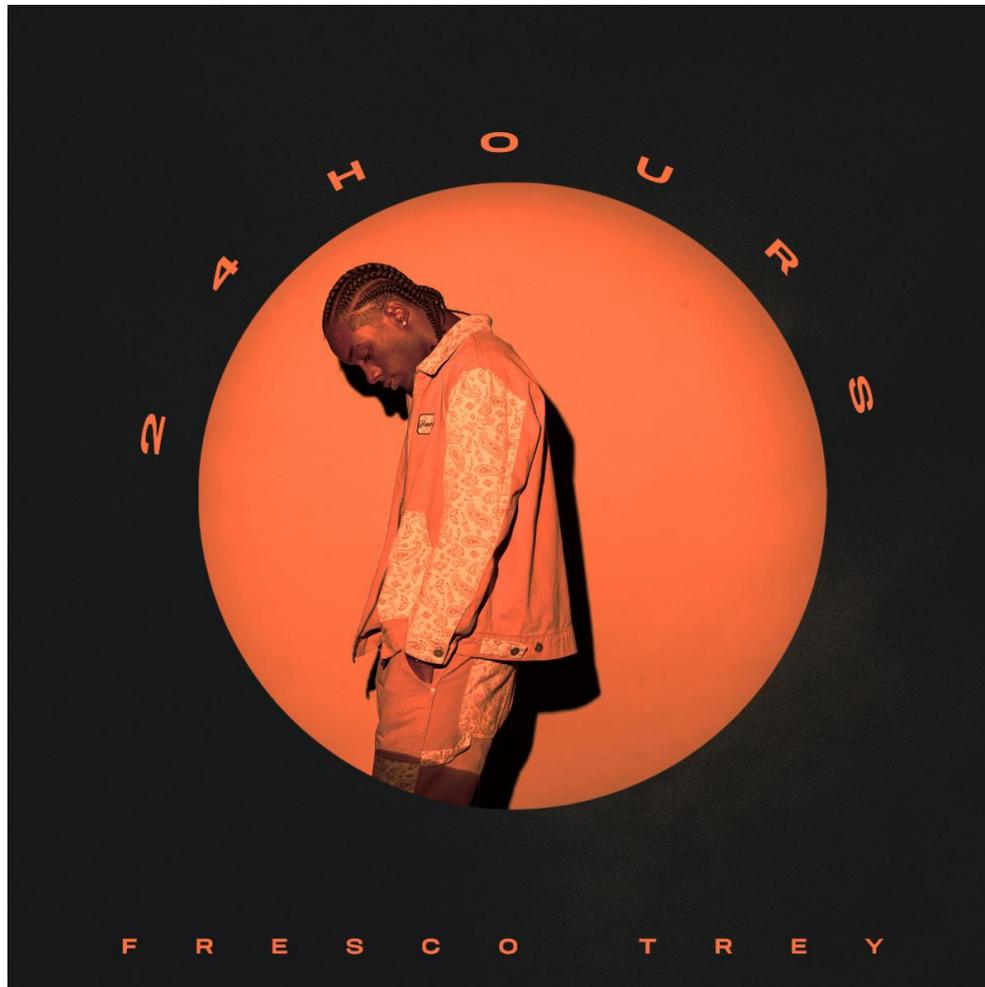


FRESCO TREY RELEASES NEW SINGLE “24 HOURS”

FROM TREY’S UPCOMING *HEARTBREAK DIARIES 2* EP

LISTEN [HERE](#) – WATCH THE VIDEO [HERE](#)



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April 22, 2022 (Los Angeles, CA)– Today, rising Memphis rapper **Fresco Trey** releases the irresistible “24 Hours,” a feel-good banger that lays down the newcomer’s approach to dating. Listen [HERE](#) via Warner Records. Taken from Trey’s forthcoming EP, *Heartbreak Diaries 2*, the instantly catchy single is accompanied by a suitably fun video. Watch it [HERE](#).

Singing over upbeat guitar, Trey maps out the plan to a romantic interest. The official video taps into Trey’s passion for playing the field, and channels the tongue-in-cheek mood, with scenes filmed at a park, roller rink, and fast-food joint.

“24 Hours” follows Trey’s “Need You,” which has earned over 73 million views on TikTok, plus 7.6 million global streams across platforms. Prior to that, he attracted attention with *Heartbreak Diaries*, a showcase for his dynamic songwriting and melodies including the Lil Tjay-assisted single “Feel Good.” In 2022 alone, Trey featured on the *NBA 2K22* soundtrack and forayed into the metaverse with Budweiser, with whom he released a sold-out NFT.

Quickly emerging as one of rap’s great melody-makers with an uncanny talent for marrying otherworldly pop with hard-hitting production and inward-looking lyrics, Trey is one of the most exciting new artists in hip-hop. With “24 Hours,” the rising hitmaker sets up a stellar 2022 and beyond with acclaim from *Billboard*, *XXL*, *Lyrical Lemonade*, *HotNewHipHop*, *HipHopDX* and more.

Catch him live at one of the concert dates below.

Fresco Trey Tour Dates:

Sat 4/23 - Salt Lake City, UT

Thurs 4/28 - Boston, MA*

Sun 5/1 – Detroit, MI*

Mon 5/2 – Chicago, IL*

Thurs 5/5 – Denver, CO*

Sat 5/7 – Dallas, TX*

Sat 5/21 – Minnesota, MN

Sat 6/11 – Chicago, IL

Sat 6/18 – Oshkosh, WI

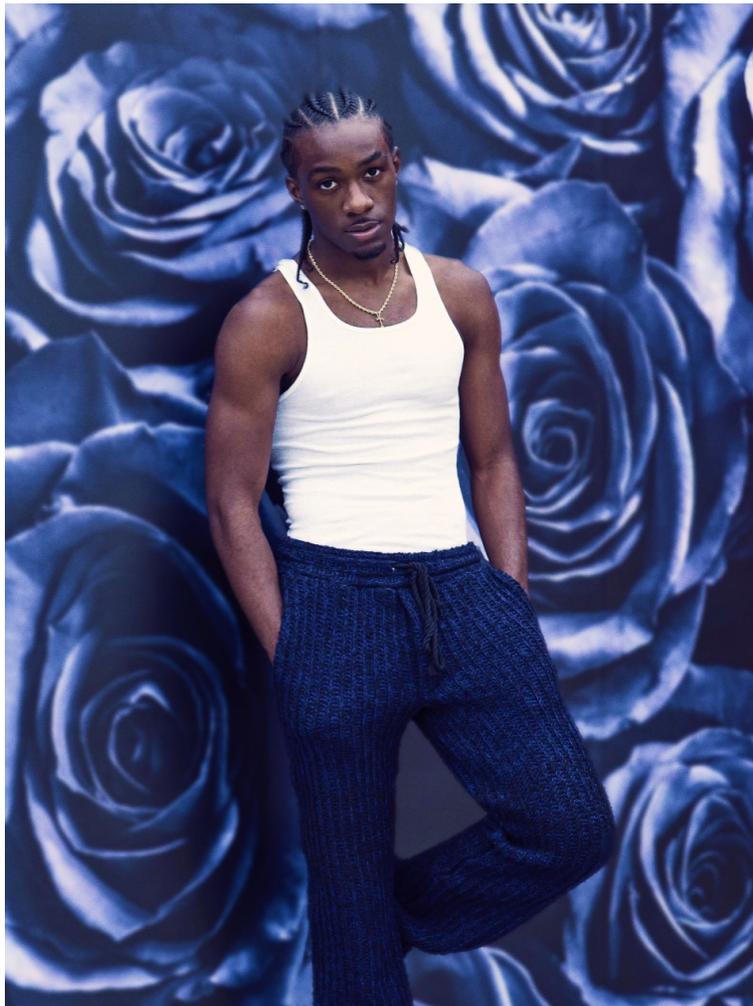
* With mike.

PRESS ON FRESCO TREY:

“The artist has the melodies on lock, and he knows how to captivate his audience with storytelling and some personal anecdotes. On his latest single ‘Draft Kings,’ that is exactly what he delivers to listeners, and then some.” -HOTNEWHIPHOP

“Fresco Trey is an artist you’re definitely going to want to keep an eye on, and his latest EP Heartbreak Diaries is the perfect place to start your journey as you dive further into his discography.” -LYRICAL LEMONADE

“Fresco Trey is coming into his own.” -HIPHOPDX



[DOWNLOAD PRESS PHOTO HERE \[CREDIT: JOSEPH CULTICE\]](#)

ABOUT FRESCO TREY:

For Fresco Trey, connection has always been more important than clout. Powered by gentle melodies and vulnerable emotions, his songs swirl together romance, paranoia, and reflections on his come-up into blurry-eyed anthems for an introspective generation. Floating over moody keys, the Memphis-raised singer, rapper, and songwriter lays himself bare on songs like “Luv Don’t Live Here,” spilling out loneliness and desperate confession. But Trey isn’t afraid to explore the happier parts of himself. He kicks back and soaks up the vibes on hits like “Feel Good.” The single is an example of the talent he hopes will inspire fans through both good times and bad. After sharing his Ruff Ryders EP in early 2019, he broke out with “By My Side,” which showcased his knack for aspirational lyrics and memorable melodies. The track reached the ears of Post Malone and the Texas artist eventually invited Trey to travel with him on tour. With momentum at his back, a Post Malone cosign, and plans for a new EP, Trey is starting to look ahead to a hopeful future. He imagines himself as a superstar, atop the world’s stage. But that’s not what he’s most concerned with. As he thinks about his new music, he just wants to continue to make honest songs that fans can relate to, to help others feel seen and understood. “I’m just trying to show that I’m human,” says Trey.

FOLLOW FRESCO TREY:

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