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The 20-year-old is known for his many dance-centric hits, but this new track is more in line with the vulnerable and gripping love songs he’s penned since the beginning of his budding career. With an assist from Baltimore rap’s foremost romantic, **Shordie Shordie**, **Loui** delivers a single for inseparable couples, those whose love and passion outweigh any disagreements. Listen to “Don’t Play” [HERE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Floui.lnk.to%2FDontPlay&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C33fb447de9904d36b72508d9796ca1f9%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637674329747853847%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=qgQDm6Az15Ys%2B%2BDTy3cnmko5O41dKJqe4iKYa3bwJao%3D&reserved=0).    Backed by swirling ambient sounds, plaintive guitar, and drums that thump like heartbeats,**Loui**moves between tender rapping and impassioned Auto-Tuned croons on “Don’t Play.” His connection with his love interest is profound, and he outlines the lengths he’ll go to to protect her: *“About my girl, no I won’t play.”* Accustomed to bearing his soul on record, **Shordie Shordie** follows with disarming directness: *“You used to fucking with liars / Kind of a loose screw, I came with a set of pliers.”*Together, **Loui**and **Shordie Shordie** prove that honesty is the name of the game as far as love goes.    “Don’t Play” arrives amid a rapid and deserved rise for **Loui**. In 2020, he released several viral singles, including “Shake Dat,” “Put Yo Back Into It,” and “Talk N Bout (Talm Bout)” feat. Lil Jay and DJ Chose, which racked up a combined 2.2M native uploads on TikTok. This success led to his signing with Warner Records, and he’s since collaborated with**Saweetie** on “Talkin’ Bout,” which has over 42.4 global streams. **Loui**continues to display artistic range and emotional maturity well beyond his years. And as songs like**“Don’t Play”** ring out to his 1.2M monthly Spotify listeners, he’s sure to resonate with even more people around the world soon. | |  |  |  | | --- | --- | | |  | | --- | | A picture containing person, indoor  Description automatically generated | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS PHOTO HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EesSxWi32wZJhPHhpOtmEloBynJ0uwrGLToygeY9ip452w?e=aVujRa) | |  |  |  | | --- | --- | | |  | | --- | | **ABOUT LOUI:**  Sincere Goodson, known to his fans as Loui, is a laid back, 20-year-old who grew up in Atlanta’s College Park. Loui dreamt of being a basketball player and his favorite uncle made sure to keep him fresh in designer clothes, hence his moniker. Loui always listened to the music his friends gave him but it wasn’t until his best friend pushed him into the studio to record the track “[2 Door](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DMK_2Qrn6Xo8&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866200590%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=1%2FFXeeGoqRB3RPlHXjcr9P%2FP%2F6V0gniGjIBi%2FLDvKAk%3D&reserved=0)” that his musical ambitions were born. He never expected the reaction he received and to his surprise it garnered 70K views on SoundCloud. The song caught on so quickly that soon his high school basketball team was entering the gym to it on the loudspeaker. It was at that moment that he was inspired to take his music to the next level. He went back into the studio and recorded the track, “[No Hook](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Falbum%2F2fDrgVelJnp5ywWlgqGbvA%3Fhighlight%3Dspotify%3Atrack%3A0PwgdQ3cOdmxFYKwswmgtc&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866210581%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=pY9sEDK6%2BPnXYRrIKw7yXhmxVrsbB4B4xXpi20BSVsI%3D&reserved=0).” Inspired by artists like Lil Baby, Slim Thug and T.I., Loui plans to follow their blueprint of giving back to the community in Atlanta by selling millions of records in order to support his people. In 2020, Loui had multiple singles go viral including “[Shake Dat](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DbohyRKSi8tQ&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866220579%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=%2FQ7pyPY4hfyzV2srquS9xb8rmCWBwZU4AlCCYvJZA6M%3D&reserved=0),” “[Put Yo Back Into It](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fkoolasloui%2Fput-yo-back-into-it&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866230575%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=YXNTho4bQQZYKXrSpq4%2FgsHQytO5UBFZQUmeNrp7vBg%3D&reserved=0)”, and “[Talk N Bout (Talm Bout)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D5wo9zPxGTng&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866240568%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=RwRskXXQKK%2FYH%2BzerfMs%2Bca8A7TNVIP0gfv%2FKREMjBk%3D&reserved=0)” feat. Lil Jay and DJ Chose, collectively racking up 2.2M native uploads on TikTok. His success on TikTok catapulted his popularity and led to his now label home at Warner Records. Loui has already collaborated with Saweetie on the single “[Talkin' Bout](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dfhqd4Rqy6aQ&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866240568%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=UBfsaPEwoIqTr7DfElPVpAXTfPDbl1qA0%2FQehLEmx%2Fo%3D&reserved=0)” which did over 1.5M streams in its first week of release earlier this year. Loui now has over 1.5M monthly listeners on Spotify, and has been featured on notable playlists like Get Turnt and Most Necessary. | |  |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Shape  Description automatically generated with low confidence | | | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW LOUI:**  [Instagram](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fkoolasloui%2F%3Fhl%3Den&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866250568%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=dukdnD9g7OagdbvLdE%2BmgRP7PZ939eqI8Eo78UkpkjE%3D&reserved=0) | [Spotify](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Fartist%2F053fl1QPQFGqSPPxSPcacT%3Fsi%3D7AiUh-VLT8uk-aNPY1n9SA%26nd%3D1&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866260563%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=TYpkTA0RYQg42ylMOGJ4PMAVve8n%2BN%2Fqakej6m2y8rA%3D&reserved=0) | [SoundCloud](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fkoolasloui&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866270553%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=06U6kqT8gyJl122HjarX2WAEoz0YybwCrNygNBtu9I4%3D&reserved=0) | [YouTube](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fc%2FLoui41%2Fabout&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866270553%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=45irs01qH12ONgzXyTM2bZt7Sze9Qlmtga%2BT8%2BGcYS4%3D&reserved=0) | [Twitter](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fkoolasloui&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866280553%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=mioYS7FqfKjRNbcTexL%2BezwWvAivqUiOiKQYML8ptP8%3D&reserved=0)  **For more information, please contact:**  Aishah White | Warner Records  [Aishah.White@warnerrecords.com](mailto:Aishah.White@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | | A picture containing logo  Description automatically generated | | | | | | |
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