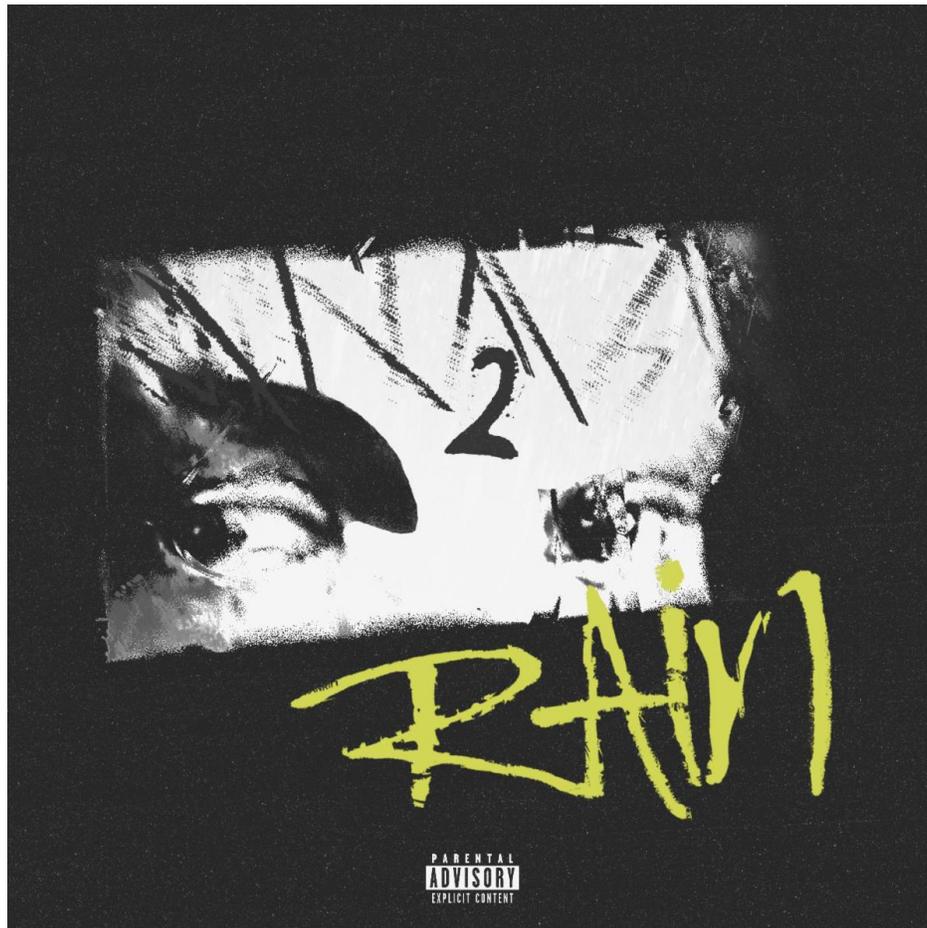


2KBABY RETURNS WITH PASSIONATE SINGLE “RAIN” ON MASKED RECORDS / WARNER RECORDS

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



[DOWNLOAD ART HERE](#)

July 15, 2022 (Los Angeles, CA)– Today, Louisville rap sensation **2KBABY** returns with “Rain,” his first solo release since dropping 2021’s *First Quarter* mixtape. Listen [HERE](#). Armed with one of rap’s most emotive voices, the 21-year-old sings with world-weary wisdom about staying the course through adversity. Perseverance is also the inspiration for the powerful video.

Every instrumental is a canvas for **2KBABY**’s innermost thoughts, and on “Rain” he showcases a profound vulnerability, stretching into his upper vocal range to convey pain and distress. “*I learned that change gon’ come,*” **2KBABY** croons on the chorus. “*And when it rains on you, don’t let it stain on you.*” The song’s emotional tone is perfectly captured in the accompanying visual, which finds the rapper fittingly singing with passion under an umbrella as the rain comes down. Watch it [HERE](#).

Doubling down on his signature approach to melodic rap, “Rain” follows 2K’s EP titled *First Quarter* which came out December 10th and boasted impactful tracks like “Luigi” ft. Chief Keef and “Postman.” The project also featured Tay Keith, DDG, Mozzy, and Kash Paige. With each successive release, **2KBABY** shows that his skill set is expanding. And “Rain” proves that he possesses the ability to show his softer side too.

“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**



[DOWNLOAD PRESS PHOTO HERE](#)

Photo Credit: Santos Villaneda

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. 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](#) | [Instagram](#) | [YouTube](#) | [TikTok](#)

For more information, please contact:

Warner Records

Yash Zadeh

Yashar.Zadeh@warnerrecords.com

