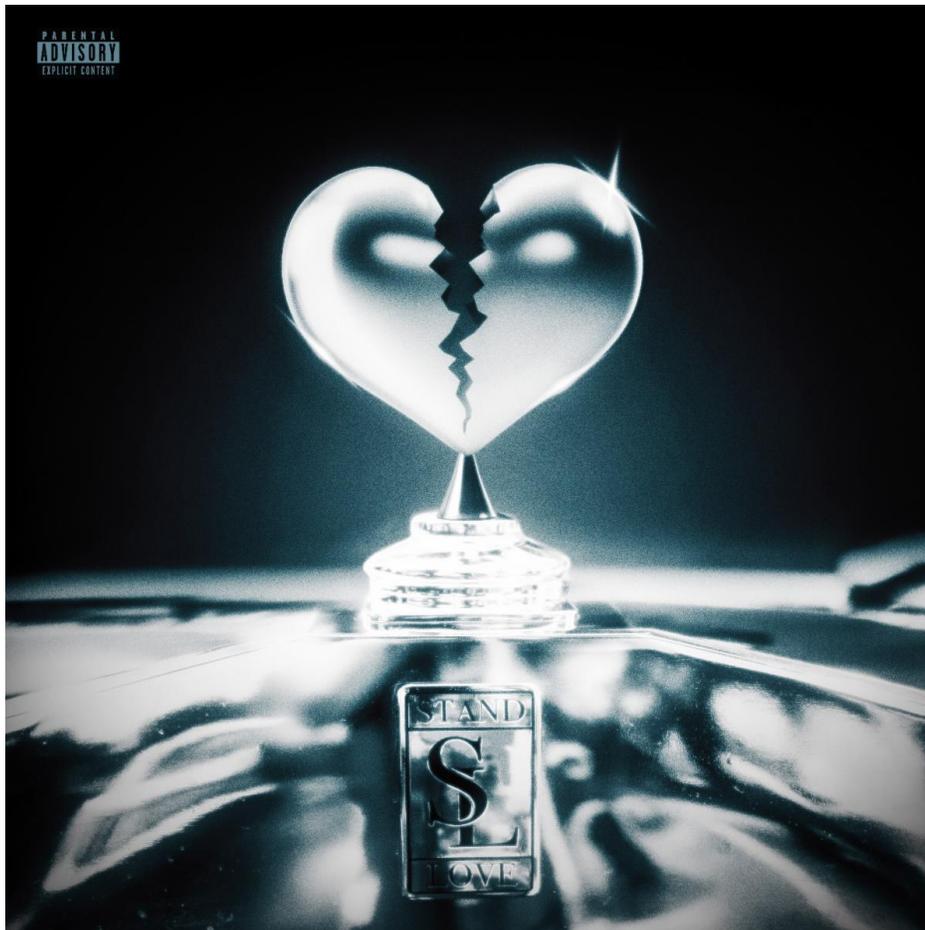


2KBABY HANDS OVER HIS HEART ON NEW SINGLE “STAND LOVE”

THE VULNERABLE TRACK AND VIDEO ARRIVE AHEAD OF
FORTHCOMING PROJECT *SCARED 2 LUV*

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



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December 2, 2022 (Los Angeles, CA)— Louisville’s 2KBABY returns with the vulnerable new single “Stand Love,” out today via **Masked Records / Warner Records**. With his upcoming project, *Scared 2 Luv*, on the way, “Stand Love” arrives with an introspective video that unveils a deeper look into his emotions. Listen to “Stand Love” [HERE](#) and watch 2K literally hand over his heart in the visual [HERE](#).

On “Stand Love,” 2K digs right into his heartbreak. “Why all you girls play these games,” he implores, drawing out every letter before repeating the words, “I can’t stand love.” It’s a simple yet potent statement made even more so in the accompanying video, which shows him getting his face inked as his heart beats in a jar before it turns blue and lands in the hands of a woman. As 2K continues to evolve as a rapper and singer, his music and visuals hit harder than ever.

“I don’t know what love is or if I’m doing it right,” 2K explains of the track. “I’m tired of trying to figure it out. I can’t stand love because it’s a myth—or is it?” Exploring such nihilistic thoughts is what keeps him, and his music inspired. “Stand Love” follows a string of emotional singles this year—including “Rain,” a feature on Seff Breezy’s “LA Nights” —and a successful 2021, capped off by his anthemic full-length project [First Quarter](#).

Ever since 2KBABY’s acclaimed 2020 EP *Pregame Rituals*—featuring his RIAA Platinum-certified hit “Old Streets”—he has broadened his sound and range. To date, he’s garnered praise from a host of tastemaking outlets, including *Pitchfork*, *Complex*, *XXL*, *The FADER*, *UPROXX*, and more. With

“Stand Love,” 2K proves he’s willing to keep following his muse, no matter how painful it may be.



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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 Platinum-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.

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