

## BRONX DRILL PHENOM SHA EK DROPS NEW MUSIC VIDEO FOR “BILLBOARD BABY”

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## NEW MIXTAPE *RETURN OF THE JIGGY* OUT NOW

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**December 12, 2022 (Los Angeles, CA)** — Back with another bold visual, rising Bronx drill star **Sha EK** (pronounced Sha-Eee-Kay) unloads the music video for his latest single “**Billboard Baby**.” It graces his acclaimed new mixtape, ***Return Of The Jiggy***, available now. Listen [HERE](#) via Defiant / Warner Records.

From the jump, he commands, “*OG the fuck up!*” The clip’s rapid jump cuts mirror the song’s lyrical tension and release as he pounces on a foreboding beat with incendiary delivery. Meanwhile, gunfire pops off from his fingers as he declares, “*I made it out of my home ‘cause I’m chosen.*” With each and every move, he continues to unapologetically reaffirm himself as a leader for the next era of East Coast drill. Watch [HERE](#).

***Return Of The Jiggy*** has already amassed over 1 million total streams since its release last week. It has also incited widespread excitement among listeners. He has uncovered one knockout visual after another, including the recent banger “[41 Ways](#).” The latter landed in the wake of the cinematic visual for “[O To The G](#)” and the equally energetic video for “[Level I’m At](#).”

*“Recent drill music has been defined by great, singular rap voices...Sha EK has such a voice – a shout that threatens to tear his songs open at the seams.” - NPR*

*“a breathless onslaught of intense Drill, featuring hard beats and even harder bars.” - Hotnewhiphop*

*“Sha EK triples down on his hounding raps and the sample-based drill that’s captivating fans and taking over his borough.” - DJ BOOTH*

*“After hearing Sha Ek’s new project, there may no longer be any question as to what exactly he is the face of.” - UPROXX*



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#### TRACKLISTING

1. O to the G
2. Billboard Baby
3. Level I'm At
4. Return of the Jiggy
5. 41 ways
6. Sitchy Outside
7. Turned They Back
8. Menace
9. Situated
10. For The Block
11. Got Bigger
12. Lately
13. Losin My Mind
14. Been Through



[DOWNLOAD PRESS IMAGE HERE](#)

Credit - Drew Young

#### **ABOUT SHA EK:**

Sha EK is at the forefront of a new wave of urgent, militant, and captivating street rap: Bronx drill. The 19-year-old's booming, serrated rasp overflows with the aggression and emotion required to tear through the most thunderous and frenetic drill beats. On energetic, war-ready singles like the smash "D&D," the South Bronx native brings you to the trenches, moving at breakneck speed through places where shots could ring out at any moment. Born Chalim Perry to Honduran parents, Sha EK spent much of his upbringing observing the harsh realities of the Melrose section of the South Bronx. At 15, he survived a gunshot wound while walking in his neighborhood, which prompted him to record the vivid and visceral drill we hear today. Local support mounted with each single he released, but Sha EK broke beyond his neighborhood with 2020's "D&D." With over 5.2M views on YouTube alone, "D&D" has become a Bronx drill anthem that proves the subgenre has the potential to reach well beyond the five boroughs. Now that he's signed to Warner Records, Sha EK's working tirelessly on his debut project. He believes what comes next will advance the sound of Bronx drill while showcasing his own stylistic and melodic capabilities. His intensity remains, but these days he's also recording soulful tracks that capture his pain and will surely echo out into the listening world. No matter how far his music reaches, every win is a victory for his city, his neighborhood, and his family.

#### **FOLLOW SHA EK:**

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