

MEMPHIS RAP STAR NLE CHOPPA DROPS NEW TRACK "LITTLE MISS"

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PARTNERS WITH YWCA GREATER MEMPHIS TO RAISE AWARENESS AND FUNDS TO END DOMESTIC VIOLENCE



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September 2, 2022 (Los Angeles, CA)– Today, multi-platinum Memphis star **NLE Choppa** drops emotional new single “**Little Miss**” via NLE Entertainment/Warner Records. On the track, **Choppa** raps about being in love with an independent woman. It’s the kind of unfiltered, stream-of-consciousness anthem that makes the 19-year-old one of hip-hop’s most exciting artists. Listen to “**Little Miss**” [HERE](#). Watch the video [HERE](#).

Over woozy synths and emphatic handclaps, **Choppa** promises to take care of his lover in ways she never expected. “*Hear me out boo, I’ll put you first,*” he begins, before indulging in a little armchair analysis. “*Lil miss got it all together, lil miss got it all figured out,*” the breakout rapper spits. “*Lil miss going through whatever, lil miss don’t need nobody else.*” Over the course of the song, **Choppa** weaves a real and intoxicating narrative about relationship dynamics.

Domestic violence affects everyone. Last year, domestic violence incidents increased 4.7% in Memphis alone. **NLE Choppa** has partnered with **YWCA Greater Memphis** to raise awareness and money to end domestic violence in his hometown. Choppa just launched a donation tab on his profile page, he’s going to match the total amount raised by his fans over the holiday weekend. For more information and to donate click [HERE](#).

“**Little Miss**” follows a string of hit singles, including the sensual “[Slut Me Out](#),” the playful “[In The UK](#),” and “[Yak Flow](#),” a laid-back groove that instantly transfixes with its snaps and 808s. Another recent standout in his prolific streak was “[The Gender Reveal Song](#),” a tear-jerking tribute to the rapper’s unborn son. In addition to features in *The Source*, *HipHopDX*, and more, *Complex* called the song “*introspective*,” while *REVOLT* hailed it as “*heartfelt*.”

This recent run of new music and productivity proves that **NLE Choppa** is both active and versatile —capable of dealing in basically any style or mood he feels like on a given day. It’s just part of his

longstanding efforts to push himself and the culture forward. He crashed the Top 10 of the Billboard 200 with his 2020 debut album, *Top Shotta*. He achieved a record-breaking 24 weeks atop Billboard's Emerging Artists Chart. To date, he has gathered 13 RIAA-certified plaques, a spot on the 2020 XXL Freshman list, and a nomination for the 2020 BET Hip-Hop Awards' Best New Artist. In 2021, he was even named to [Billboard's 21 Under 21](#) list. With "Little Miss" and other recent singles, **NLE Choppa** doubles down, demonstrating his continued dedication to artistic and emotional growth.



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Credit-Johnnie Carpenter

ABOUT NLE CHOPPA

Despite being just 19 years old, NLE Choppa, one of the most electric rappers of his generation, has worked hard to become a pillar of his community. So while there are plenty of numbers that could quantify his success—his 13 RIAA-certified plaques and more than 5 billion global streams—it's possible he prefers another one: 26 million. That's how many words the kids at one Memphis elementary school read this year as part of his Needs Learning Everyday challenge. Raised on the city's East side, Choppa broke through in 2019 with the Platinum-certified "Shotta Flow," a muscular blend of menace and sheer personality that became his trademark. Since then, he's garnered acclaim from the *New York Times*, *Forbes*, *GQ*, and *Billboard*, among other outlets, including *XXL*, which put him on its 2020 Freshman list. Choppa's is a unique cocktail of cutting-edge street rap with a pop sensibility, and he drops music at a breakneck pace. But this hardly means he's stuck on the same ideas. As he's continued to serve Memphis (see his This Can't Be Vegan food company), his music dives into his past and psyche, growing more poised and thoughtful seemingly by the month. His latest project, *Me Vs. Me*, is his most richly detailed yet, tracing the tragic and triumphant arcs he's seen around him from 21st-century Memphis back to Biblical times. While his serrated style might seem at odds with his open-heartedness off the mic, they are simply different embodiments of the same drive and lust for life.

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