

MEMPHIS RAP STAR NLE CHOPPA TAPS 2RARE FOR NEW SINGLE & MUSIC VIDEO “DO IT AGAIN”
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October 7, 2022 (Los Angeles, CA)— Riding a wave of incredible creative momentum, multi-platinum Memphis star **NLE Choppa** unveils an energetic new single and music video entitled “**Do It Again**” [feat. **2Rare**] via NLE Entertainment/Warner Records. Listen [HERE](#) and watch the video [HERE](#).

The track hinges on a kinetic beat punctuated by a soulful sample and propulsive snaps. Meanwhile, **NLE Choppa** launches into a lyrical flurry as he proclaims, “*I’m too fine to be so alone,*” and promises, “*I’m gonna get money no matter the cost.*” Meanwhile, Philadelphia force of nature **2rare** rolls through with a punchy cameo of his own, leaning into the production with pure charisma. The accompanying visual finds **NLE Choppa** in a Memphis neighborhood party with a whole lot of show-stopping choreography and fast-paced editing to match the fury.

It arrives in the wake of “**Little Miss.**” The latter has already reeled in over 5.6 million streams and 3.2 million YouTube views on the [music video](#). Right out of the gate, [REVOLT](#) hailed, “*The new single sees **Choppa** rapping about a certain type of woman that is going through some things that she doesn’t want to share with the world,*” and [Rap Radar](#) observed, “***NLE Choppa** gives the women a shoulder to lean on.*” [Our Generation Music](#) added, “*‘Little Miss’ showcases his emotional side while also incorporating the viral ‘Little Miss’ internet meme.*”

“**Little Miss**” followed 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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For more information, please contact:
Aishah White | Warner Records
Aishah.White@warnerrecords.com



Warner Records | 1633 Broadway, New York, NY 10019

[Unsubscribe laura.swanson@warnerrecords.com](mailto:laura.swanson@warnerrecords.com)

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