

NLE CHOPPA DROPS TRIUMPHANT NEW SINGLE “CHAMPIONS”

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February 2, 2023 (Los Angeles, CA)– Today, Memphis rap sensation **NLE Choppa** drops “**Champions**,” a triumphant new single laced with motivating bars and the inspirational spirit of a born winner. [Listen HERE](#) via **NLE Entertainment/Warner Records**. On the track, **Choppa** takes an inward look at his own goals and why he has to reach them, pushing all underdogs to do the same. With the recent turmoil in Memphis, **Choppa** intends to show how resilient his hometown is.

Bouncing across victorious horns and militaristic percussion, **Choppa** makes an emphatic declaration of purpose: “*I hate to struggle but it make me harder/I made it far but I wanna go farther/This not for me/This for my son and my daughter/My family tree in that order.*” Energetic, yet reflective, meaningful, but compelling enough to supercharge a stadium, “**Champions**” is fuel for survivors — an anthem for believers. And with college basketball heating up, the inspiring track is now featured on ESPN's promo and programming.

“This is one of my favorite songs that I've recorded,” Choppa says of the uplifting track. “I just feel like it just shows empowerment, determination and motivation.” The rapper goes on to explain how he hopes “**Champions**” can inspire people who are struggling to find purpose. *“I feel like this song can speak volumes to us [with motivation], but really resonate with those who don't know what life has for them.”*

“**Champions**” is a reminder of exactly the sorts of sprightly raps and pulsating passion that’s made **NLE Choppa** one of the most indelible young voices in Memphis. It was preceded by “**23**,” a track that also calls for resolve and personal transformation. Released in January, the Tay Keith-produced single was in itself a New Year’s resolution for **Choppa**, who’s poised to level up like never before. His 2022 album, *Me vs. Me*, was a stepping stone to this moment.

Combining nuanced reflections like “[The Gender Song](#)” with the electricity of tracks like “[Jumpin](#)” and “[Shotta Flow 6](#),” *Me vs. Me* was a project that saw the hitmaker take his artistry to a new

plateau. Now, with songs like “Champions” and “23” at his back, **NLE Choppa** is set to soar even higher.



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Credit - Gunner Stahl

ABOUT NLE CHOPPA

Despite being just 20 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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