

BRONX DRILL STAR SHA EK UNLEASHES "LUV 4 MY BLOCK" [LISTEN HERE](#)



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"one of the coldest out of the Bronx" - HotNewHipHop

*"The Bronx has found another voice in rapper **Sha EK**. The vicious beats and his spitfire flow are a match made in rap heaven." - OkayPlayer*

March 24, 2023 (Los Angeles, CA)— Back with another banger, rising Bronx Drill star **Sha EK** (pronounced Sha-Eee-Kay) unleashes an uncompromising new single entitled "**Luv 4 My Block**." Listen [HERE](#) via **Defiant / Warner Records**.

Barely cracking a minute, a thudding bass line punctures an ominous keyboard loop as his gruff flow practically sets the production on fire. Without apology, he warns, *"I talk how I want, I do what I want,"* as his breathless delivery never relents.

He notably ignited 2023 with the [music video](#) for "**Situated**." It has already racked up over half a million YouTube views and counting. Moreover, [Attack The Culture](#) hailed it as *"nearly two minutes of non-stop hype and energy."*

He closed out 2022 with the [video](#) for "**Return Of The Jiggy**," the title track to his mixtape **Return Of The Jiggy** has posted up nearly 2 million total Spotify streams and attracted widespread acclaim. *OkayPlayer* touted the mixtape among the *"14 New Hip-Hop, R&B, and Alt Albums You Should Be Listening To (Week of December 9)."*

Taking a moment to give back, **Sha EK** recently visited the Universal Hip Hop Museum (UHHM) where he hosted a discussion with 20 students from the Brooklyn chapter of Usher's New Look

(UNL) nonprofit organization as chronicled by [AllHipHop](#).

Sha EK's *Return Of The Jiggy* project and his previously released tape *Face of The What* have already made a major impact on the rap game and the drill genre at large in 2022. The latter peaked at #1 on Billboard's *Heat Seeker* chart while this year alone **Sha EK** has garnered widespread coverage from the likes of *XXL*, *BET*, *NPR*, *UPROXX*, *Okayplayer* and many more.



[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.

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