

**PHILLY'S 2RARE DROPS EXUBERANT NEW SINGLE "RARE STEPPA"
ON
SECOND ESTATE / WARNER RECORDS**

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March 31, 2023 (Los Angeles, CA) –Today, emerging Philadelphia superstar **2Rare** releases exuberant new single, “Rare Steppa.” Listen [HERE](#) via **Second Estate/Warner Records**. Featuring some of the young rapper's trademark melodic bars, it also stands out as a shimmering summer anthem; the type of record that will be inescapable at block parties and from passing cars as the weather heats up.

To coincide with the release, **Rare** is also dropping a visual for the song, part of Vevo’s Ctrl series. Watch the video [HERE](#). Filmed at the streaming giant’s studios in Los Angeles, the stripped-down clip highlight just how magnetic **Rare** can be—no gimmicks, no expensive sets. “I’m a trendsetter,” he croons, a fact that by this point should be undeniable.

“**Rare Steppa**” comes in the wake of the viral phenomenon “[Rare’s Room](#),” which racked up over a million YouTube views in less than a month, and “[Lil Mama](#),” which recently blew past the 2.5 million view mark. All of which speaks to the unstoppable momentum Rare has built for himself.

Despite his brief time in the spotlight, **2Rare** has shown himself as one of the best practitioners of urgent club rap. It's so potent that other rappers are tapping into his energy, most recently Lil Uzi Vert in his “I Just Wanna Rock” video, which **Rare** is prominently featured in, and previously **Drake** featured him in his “Sticky” video. “[Q-Pid](#),” his smash collab with **Lil Durk**, reveals just how adept **2Rare** is at merging street rap with more playful sounds. It's no question that 2Rare is poised to make his potent, pliable club songs the soundtrack for 2023 and beyond.



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Credit - Deshawne Washington

ABOUT 2RARE:

2Rare is on a mission to bring the fun back to rap. The North Philadelphia artist born Naseem Young has immediately set himself apart from his peers over the last few years with his irrepressible charisma and the furious energy of dancefloor-ready hits. East Coast club music has been booming in the mainstream of late, but 2rare's rapid-fire bars and uncommon ear for hooks make his songs echo in your head way after you leave the club. Growing up a football player, 2Rare says that his brother and other family members rapped but that none of them broke out to the degree that he has. He and the people around him have realized that in his time making music, he's already developed a gift. The attention is extreme, but 2Rare knows he deserves it. "It's to that point where people say, 'Rare runs everything he hopped on,'" he says. "They'll hear a party song or a dance song and be like, 'Yo, put Rare on it.'" He's already proved he's more than ready for the challenge.

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