

PHILLY'S 2RARE LINKS WITH LABEL MATE NLE CHOPPA FOR ENERGETIC LEAD SINGLE "DON'T RUN"

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July 14, 2023 (Los Angeles, CA) –Today, Philadelphia upstart **2Rare** releases the explosive banger “**Don’t Run**” featuring **NLE CHOPPA**. Listen [HERE](#) via **Second Estate/Warner Records**. Riffing on Salt-N-Pepa’s seminal “Push It,” the duo delivers a frenetic, high-energy single that will have hearts pumping and feet moving. That feeling also comes through in the fun and ferocious video, which finds **2Rare** and NLE hitting the gym. Watch it [HERE](#).

With sports references and brazen brags, **2Rare** sets the mood over blistering percussion, synths. NLE CHOPPA then takes the mic to sprinkle his own propulsive, rapid-fire bars on the track. “**Don't Run**” is the duo’s second collaboration after 2022’s “[Do It Again](#)” —which marked 2Rare’s first entry on the Billboard Hot 100 chart.

In the accompanying video, **2Rare** and NLE CHOPPA find themselves in a gym surrounded by women who are all breaking a sweat. Wearing pink-accented getups, the two rappers showcase the song’s vibrant, in-your-face vibes while clearly having fun.

“**Don’t Run**” follows up **2Rare**’s “[One of One \(Back It Up Pt 2\)](#),” “[Toxic Ish](#)” and “[Rare Steppa](#).” They were preceded by the viral hits “[Rare’s Room](#)” and “[Lil Mama](#),” which recently blew past 2.5 million streams. If all that doesn’t make it clear, **2Rare** is working at an awe-inspiring pace and delivering the goods each time.

Now, with “**Don’t Run**,” **2Rare** nods to the past, utilizing near-and-dear nostalgia while offering a clear vision of hip-hop’s future.



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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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