

RISING HIP-HOP STAR CARTEL BO UNLEASHES AUDACIOUS NEW SINGLE "THE POPE"

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September 6, 2024 (Los Angeles, CA) – Today, Houston newcomer **Cartel Bo** returns with the exuberant crowd-pleaser **"The Pope."** Listen [HERE](#) via **Warner Records** and Maxo Kream's **Big Persona**. Boasting infectious beats, celebratory brass and intricate wordplay, the club-ready track follows on the heels of ["Make Em Pay You."](#)

"Corporation, international, baby, just like Pepsi-Coke," **Cartel Bo** raps over the bombastic production. *"Staying hard, everybody looking up to me like I'm the pope."* Later, he wryly adds: *"I'm chasing one word and that's GOAT, GOAT, GOAT."* It's a feel-good showcase of **Bo's** lyrical prowess as well as the confidence and poise that led to his meteoric rise.

"The Pope" arrives soon after the release of "Make Em Pay You," **Bo's** first major-label single. After making a name for himself with tracks like ["Hoova"](#) Ft. Maxo Kream and ["Fresh Out Tha Fedz,"](#) **Bo** honed his delivery and skill, building a sizable following in the Houston area, and then, well beyond it.

Now, with the release of **"The Pope,"** **Cartel Bo** is primed to take his place at the forefront of the culture.



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Photo Credit: Megan Sumpton

ABOUT CARTEL BO:

For Cartel Bo, life after five years in prison feels overwhelming, fast, and full of possibility. He was prepared for it, though. While the Houston rapper was locked up in a federal penitentiary on a firearms charge, he had “visions and premonitions of what I’m doing today.” Since his release in early 2024, he’s been making good on his early creative promise, ascending to a place as one of Texas’ greatest rap talents and working in an uncompromising style. His recent songs showcase him ascending to a new artistic plane, particularly the millions-streaming “Fresh Out tha Fedz,” a cinema-scale freestyle that stands as the most dazzling “first day out” track in recent memory, as well as victory-lap anthems like “No Pass” and “Go (The Pope).” Born Warren Tramelle Brown II, Cartel first made a name for himself in H-Town in the late 2010s. Cartel’s early YouTube drops, song-stealing features, and hard-nosed mixtapes captured a voice that felt fully formed and defiant. In the year’s since, Cartel’s vision has become bigger than rap—bigger than music. This seems like something many great artists might aspire to, but Cartel is confident that he has a unique way of doing it—his own lane that he is continuing to carve out. “I gotta look at things different,” he explains. “I’m trying to build something that ain’t been built before. I’m trying to get to a level that ain’t been reached before.”

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