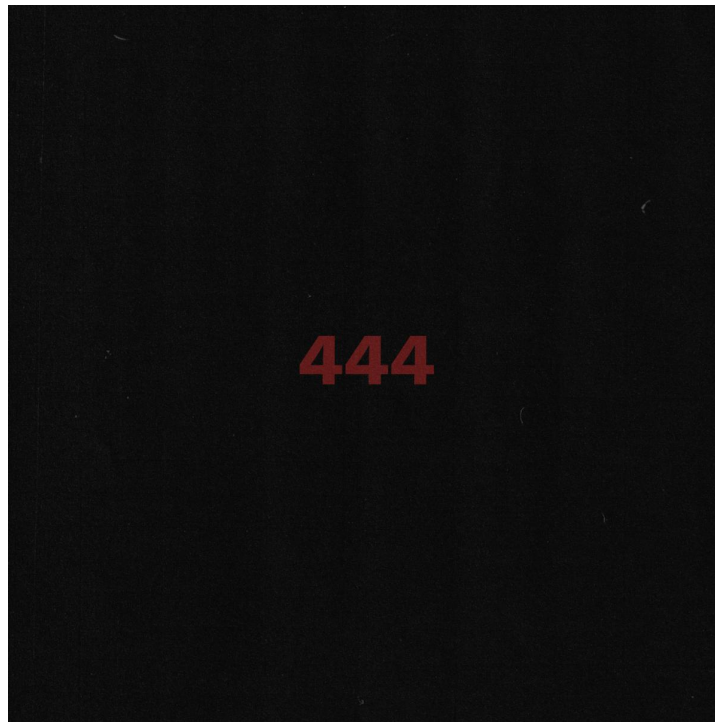


## NLE CHOPPA TURNS UP THE HEAT ON NEW SINGLE & MUSIC VIDEO “444”

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**January 23, 2025 (Los Angeles, CA)** — Channeling the energy of where it all began, 22-year-old rap phenomenon **NLE Choppa** unleashes an uncompromising and undeniable new single and music video entitled “444,” out now via **NLE Entertainment/Warner Records**. This time around, he goes back to his roots and reignites his signature staccato delivery, taking no prisoners in the process. Listen [HERE](#) and watch the video [HERE](#).

The track’s piano loop blinks in time with a glitchy beat. As the cymbals skitter, **Choppa** eviscerates the production with a focused, fast-paced flow. He laces his rapid lyricism with bold proclamations. In the accompanying visual, he dons a future-facing designer leather fit, holds court at a street race, spits bulletproof bars to the camera, and dances with his kids. It’s as gritty and real as the song itself—and everything else he does, for that matter. Watch the video [HERE](#).

A prolific, passionate, and powerful era of **Choppa** is officially upon us. He recently united with GRAMMY® Award-winning juggernaut Imagine Dragons for the adrenaline-pumping new single “**Dare U.**” Listen [HERE](#).

Right out of the gate, it reeled in over 4.3 million global streams and was met with critical acclaim. [Billboard](#) named it among “*R&B/Hip-Hop Fresh Picks of the Week*,” hailing it as “*an explosive collaboration.*” [VIBE](#) showcased it as part of “*New Music Friday*,” crowning him “*the people’s champion*” and professing, “*This song sounds primed for movie soundtracks and NFL commercials.*” [HotNewHipHop](#) christened it “*a perseverant and defiant anthem.*” This groundbreaking track marked **Choppa**’s first foray into rock and alternative music, showcasing his boundary-pushing artistry.

The single arrived as **NLE Choppa** graced the cover of *Playgirl*’s first issue of 2025, photographed at The Standard Hotel in New York City by Anna Garbowska. The steamy five-page spread showcases the rapper’s tattooed physique and features a compelling interview with legendary music journalist John Norris. **Choppa** reflects on his meteoric rise and his ability to bridge cultural and musical divides. Read the feature [HERE](#).

The release of "444" and "Dare U" both follow a string of triumphs for **Choppa** in 2024, including the release of [PICASSO: SLUFFIN SZN X SLUT SZN](#), hailed as a bold and versatile project by outlets like *Complex* and *Entertainment Tonight*. With over 9.4 billion streams and 24 RIAA-certified plaques to his name, **Choppa** continues to redefine what it means to be a modern-day artist. From chart-topping singles to co-directing his short film [NLE Choppa Presents: The Wash](#) and collaborating with Off-White during NYFW, he's a true cultural innovator.



[DOWNLOAD PRESS IMAGE HERE](#)

Credit: Brian Ziff

**ABOUT NLE CHOPPA:**

22-year-old NLE Choppa is a rap powerhouse with over 9.4 billion streams and 24 RIAA-certified plaques. Since emerging at just 16, Choppa has delivered hit after hit through his partnership with Warner Records and his own NLE Entertainment. Beyond music, Choppa is a true renaissance artist, leading initiatives that blend entertainment, fashion, and philanthropy. His commitment to wellness and community-driven projects, including his *This Can't Be Vegan* food truck and literacy campaigns, showcases a thoughtful leader on and off the mic. Whether he's dropping hits, starring in films, or inspiring the next generation, NLE Choppa is leaving an undeniable mark on music, culture, and beyond.

**FOLLOW NLE CHOPPA:**

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