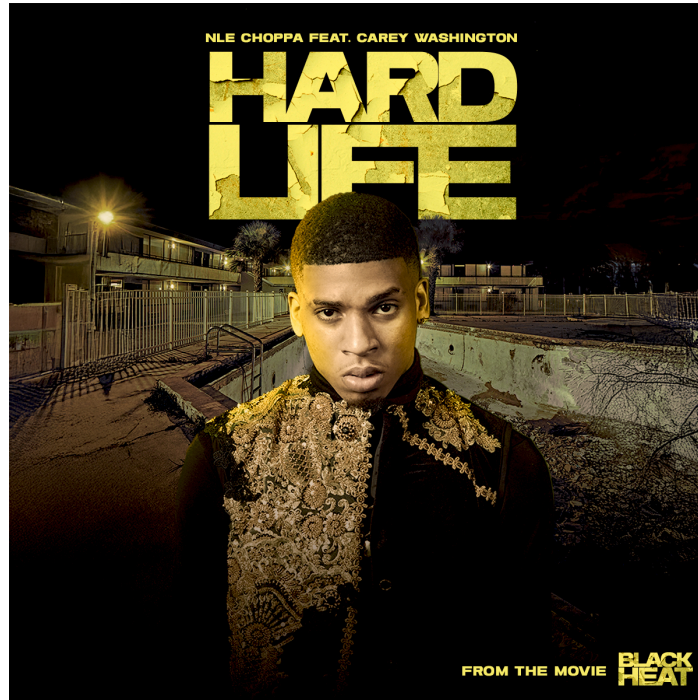


NLE CHOPPA DEBUTS EPIC “HARD LIFE” SINGLE FROM HIS FEATURE-FILM DEBUT *BLACK HEAT*

***BLACK HEAT* LAUNCHES IN THEATERS TODAY**

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March 27, 2025 (Los Angeles, CA) — Memphis rap star **NLE Choppa** continues an incredible expectation-defying streak with “**HARD LIFE**” featuring **Carey Washington**, a moving new single and the main song from his feature-film debut, *Black Heat*, which hits theaters today. The cut is a prayer from **Choppa** to his kids that underscores the theme of the action-thriller he costars in. Listen [HERE](#) via **NLE Entertainment / Warner Records**. Watch the *Black Heat* trailer [HERE](#).

Haunted yet hopeful and intimate yet epic, “**HARD LIFE**” has a gravitas that’s driven home by **Choppa**’s deep and melodic vocals. Backed by dramatic piano and soulful cries **co-produced by Paul Koch**, **Choppa** shares a wish for his children: “*Pray to the Lord protect my son while I ride through the night / Keep my daughter aura shining bright like a light / It’s a hard life, it’s a hard life / May my son grow old and be a gentleman of people, pray that my daughter become the humblest of divas.*” He later evokes his hero Tupac Shakur, referring to them as “*two rose petals that grew from concrete.*”

The song is central to *Black Heat*, which follows the journey of two determined parents who venture into an unfamiliar world to rescue their teenage daughter from the grip of a powerful and ruthless pimp — King David, played harrowingly by **Choppa** who acts alongside Jason Mitchell (*Straight Outta Compton*, *Keanu*, *Zola*) and DreamDoll. Memphis’ own Wes Miller directs.

With his weighty new song and striking acting turn, **Choppa** continues to challenge perceptions of what a rap artist can be. In February, he released a pair of deeply thoughtful singles in honor of Black History Month. Most recent was “[Crescent Moon](#),” an unfiltered look at the realities of life in the hood and his own journey to rise above circumstances that once sought to define him. Before that came the powerful anti-gun-violence anthem “[CAN WE LIVE?](#)” with B.O.A Mook, full of hard-hitting social commentary that sheds light on the pressures of street survival.

Choppa also kicked off 2025 in a big way with “[Dare U](#),” his high-energy collaboration with Imagine Dragons that has racked up over 23.8 million global streams and earned widespread acclaim. *Billboard* hailed the genre-blending smash as “an explosive collaboration,” while *VIBE*

took the opportunity to dub **Choppa** “the people’s champion.” Meanwhile, his upbeat and often sultry December project, *PICASSO: SLUFFIN SZN X SLUT SZN* — featuring guest turns from Skilla Baby, Summer Walker, T-Pain, Yung Bleu, and more — was praised by *Complex* as “a bold and versatile work.” With over 9.6 billion global streams and 24 RIAA-certified plaques, the 22-year-old artist remains a force of nature, refusing to be boxed in by industry expectations.

Beyond music, **Choppa** stands as a beacon of resilience and growth. His community activism — including his *This Can’t Be Vegan* food truck and literacy initiatives — proves his dedication to uplifting those who walk the same streets he once did. Whether through fashion, philanthropy, or film, he continues to redefine the modern hip-hop artist, leading with purpose and authenticity.



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Credit: Brian Ziff

ABOUT NLE CHOPPA:

22-year-old NLE Choppa is a rap powerhouse with over 9.8 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.

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