NLE THE GREAT UNLEASHES NEW SINGLE “KO” — A SPIRITUAL WAKE-UP CALL INSPIRED BY 2PAC’S “HIT ’EM UP”

Surprise release includes four physical CD variants, national billboards, and an exclusive merch collection

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October 30, 2025 (Los Angeles, CA) — Just in time for the most frightening day of the year, multi-platinum hitmaker, visionary artist, and modern-day philosopher **NLE The Great (aka NLE Choppa)** delivers a chilling statement and lands a thunderous blow with **“KO”** — a powerful single fueled by purpose and conviction that fuses raw lyricism, spiritual urgency, and cinematic symbolism. Listen **HERE** via **NLE Entertainment/Warner Records**. **“KO”** drops alongside a high-intensity cinematic visual, four collectible CD variants, and exclusive merch available tomorrow (Oct 31). Visit http://nlethegreat.lnk.to/kocdsingle to get the exclusive collection.

But this is no diss track. More than a lyrical assault, “**KO**” is a reckoning—a rally cry for truth in an age of imitation. With lines like ***“You poison the youth / Nun positive you do,”*** and ***“I’m in love with the art / He tearing people apart,”*** **NLE** speaks directly to his peers and the culture at large, holding himself and others accountable. The record burns with righteous fire, yet remains grounded in a higher calling—“Yahweh bom ba yay,” he chants like a prayer before battle.

Amplified by a cinematic visual, “**KO**” fuses street power with larger-than-life energy as **NLE** morphs into his personal heroes: **Muhammad Ali**, **Mike Tyson**, **Prince**, **Michael Jackson**, and a front-line soldier. **Wearing MJ’s actual shoes** and working with **Travis Payne**, the King of Pop’s longtime choreographer, **NLE** performs classic Jackson moves with precision and reverence — embodying the greatness he strives to emulate. “Those were very big shoes to fill,” he says. Watch the cinematic visual **HERE**.

With over 9.8 billion streams, 24 RIAA plaques, and a cross-industry presence spanning music,

fashion, film, and philanthropy, the ever-evolving artist continues to transcend labels and limitations. **NLE The Great** is not just creating moments — he's shaping a legacy.

Download Hi-Res Press Photo **HERE**
Credit: Abail Demena

ABOUT NLE THE GREAT:
22-year-old NLE The Great is a rap powerhouse with over 9.8 billion streams and 25 RIAA-certified plaques. Since emerging at just 16, NLE has delivered hit after hit through his partnership with Warner Records and his own NLE Entertainment. Beyond music, NLE 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 The Great is leaving an undeniable mark on music, culture, and beyond.

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