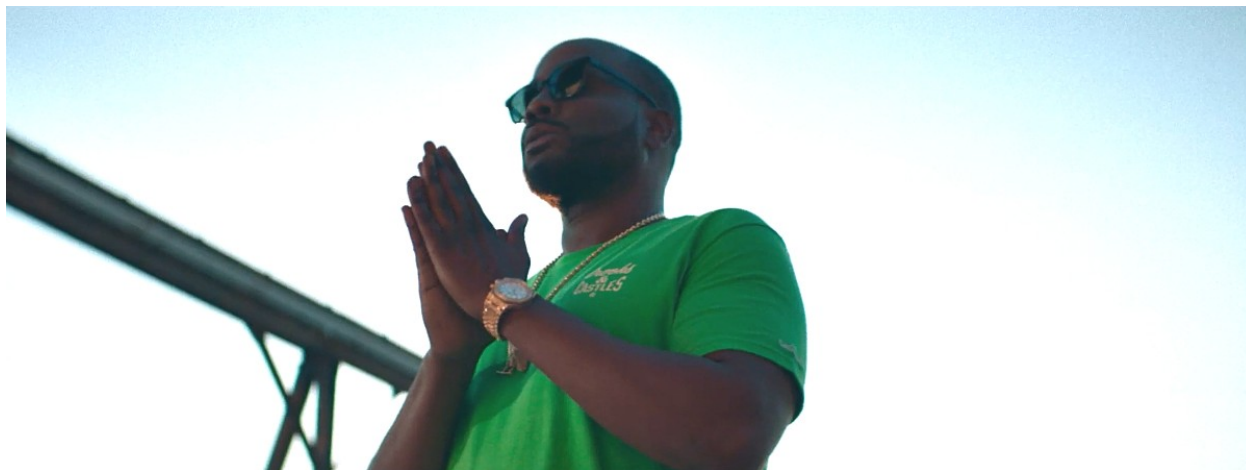


BAKA NOT NICE RELEASES NEW VISUAL FOR “UP” VIA OVO SOUND

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November 26, 2019 (Toronto, Ont.) – OVO Sound's very own **Baka Not Nice** unveils a new visual for his latest track "[UP](#)." The Jon Primo-directed video follows Baka through alleyways and street art-laden lots of Los Angeles, dancing and celebrating with his crew as he reflects on his achievements.

2019 saw the release of Baka Not Nice's [no long talk](#). EP. The project spawned hits, including his standout "[My Town](#)" feat. Giggs, which was featured in OVO Sound's *Top Boy* soundtrack. Baka also opened for Drake's spring *Assassination Vacation* arena tour in the U.K. Stay tuned for more to come from Baka Not Nice in the new year!



PHOTO CREDIT: EDISON SIGUA
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