

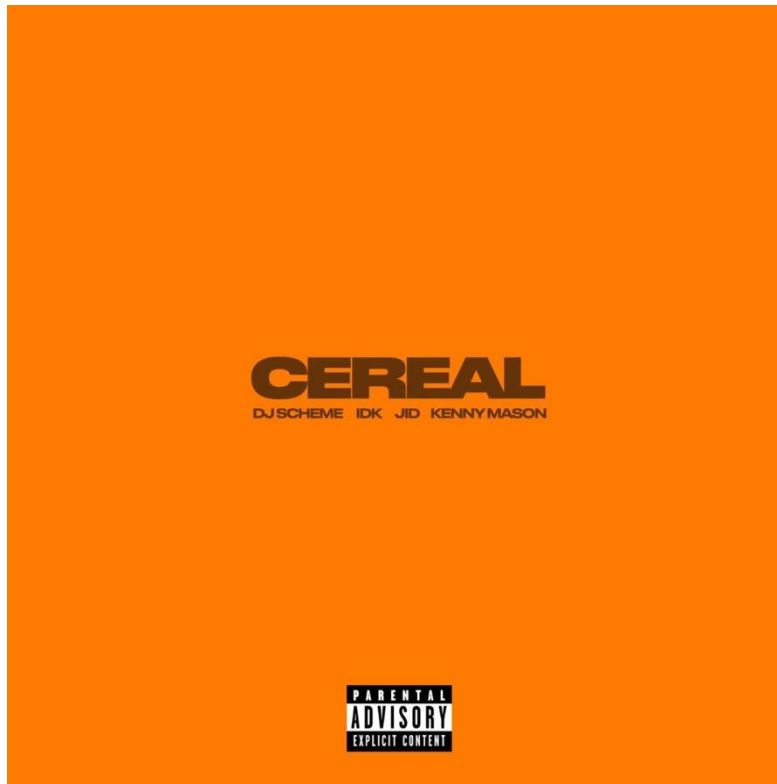
**IDK, JID & KENNY MASON SHOW OFF LYRICAL PROWESS ON  
MENACING TRACK “CEREAL”**

[LISTEN HERE](#) – [WATCH LYRIC VIDEO HERE](#)

**IDK AND A\$AP FERG’S “MAZEL TOV” VISUAL OUT NOW – AN ORIGINAL  
SONG WRITTEN FOR KEVIN DURANT'S SHOWTIME®  
DOCUMENTARY *BASKETBALL COUNTY: IN THE WATER***

[WATCH HERE](#)

**WATCH IDK’S MOVING PERFORMANCE OF “NO CABLE”  
ON *THE LATE SHOW WITH STEPHEN COLBERT* [HERE](#)**



[DOWNLOAD ARTWORK HERE](#)

**August 7, 2020 (Los Angeles, CA)** – Critically acclaimed rapper/producer **IDK** joins forces with **JID** and **Kenny Mason** on their new track “**Cereal**.” Produced by **DJ Scheme** (XXXTentacion, Juice WRLD), the song’s palpable energy pairs perfectly with **IDK**’s enraged rhymes as he yells “*Aim for the head when I shoot my shot / Call me Clinton / Presidential watch, they gonna steal em’ /*”

Looting up the shops, me I'm just chilling / Thought about it twice, now I'm like no way / I ain't pissing off No Name." Listen to "Cereal" [Clue/Warner Records] [HERE](#).

The new collaboration arrives on the heels of **IDK**'s glossy "[Mazel Tov](#)" visual with **A\$AP Ferg**, which is featured on [IDK & Friends 2](#), the soundtrack to Kevin Durant's SHOWTIME® documentary, *BASKETBALL COUNTY: In The Water* [Clue/Warner Records]. Last month, **IDK** stunned with a thought-provoking *The Late Show with Stephen Colbert* performance of his timely single "No Cable," off his 2019 major-label debut [Is He Real?](#) Watch the performance [HERE](#).



**ABOUT IDK:**

IDK (Ignorantly Delivering Knowledge) is an innovator with few equals. The Maryland-raised rapper and producer subverted genre tropes with his 2015 debut project *SubTrap*, a nuanced and inventive exploration of the intersection of drug dealing and addiction. Since then, he's continued to make unprecedented moves both in and outside of the studio. After becoming the first artist to premiere an album with *Forbes* (2016's money-minded *Empty Bank*), he partnered with *Adult Swim* to release 2017's *IWasVeryBad*, which featured everyone from DOOM to Chief Keef. *Is He Real?*, IDK's major-label debut, is an ascent to another creative plateau. Released jointly via Warner Records and IDK's new label venture Clue, *Is He Real?* features rapping, singing, and production from the Prince George's County native that's unlike anything he's done before.

**CONNECT WITH IDK**

[Instagram](#) | [YouTube](#) | [Twitter](#) | [Facebook](#)

**For more information, please contact:**

**Warner Records**

Aishah White

[Aishah.White@warnerrecords.com](mailto:Aishah.White@warnerrecords.com)

**clue**  **WARNER  
RECORDS**