

2KBABY SHARES NEW SONG "MAD" ON MASKED RECORDS / WARNER RECORDS

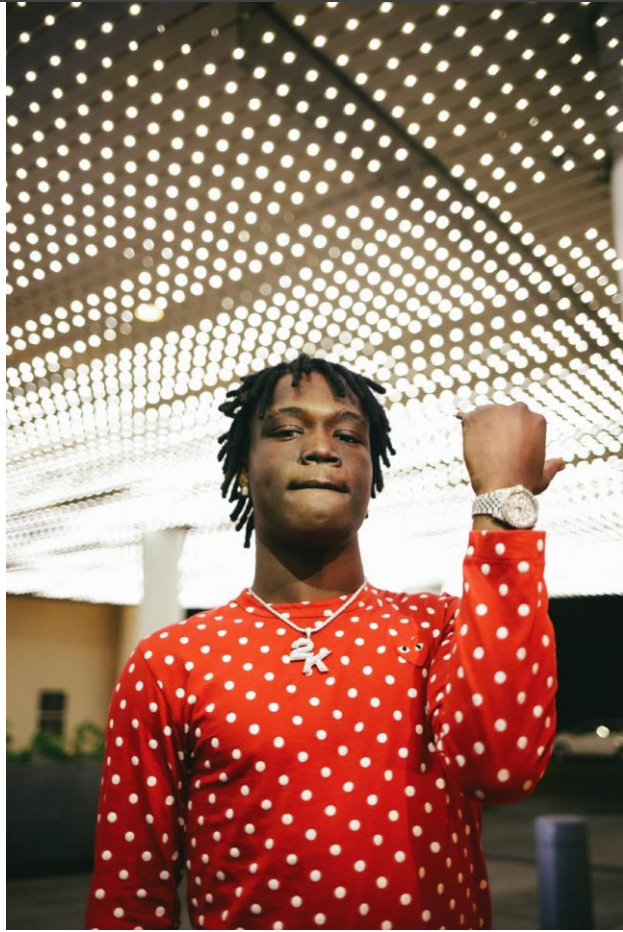
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September 18, 2020 (Los Angeles, CA) – Louisville’s finest **2KBABY** is racing to the top in 2020 and today he follows up his debut EP [Pregame Rituals](#) [Masked Records / Warner Records] with a new song titled “**Mad**.” On the track, **2K** slides on the minor piano chords, seamlessly reflecting on the past and present. The depth in lyrics like “*If I didn’t proceed with what God told me, would you even know me?*” ties it together as he paints a vivid picture as a firm believer in a higher power and himself.

“Mad” follows **2KBABY**’s memorable “[Old Soul](#)” video featuring G Herbo off of his *Pregame Rituals* EP. To date, **2KBABY** has amassed over 273 million streams and garnered press from *Pitchfork*, *Complex*, *XXL*, *The FADER*, *Lyrical Lemonade*, *HYPEBEAST* and more.



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ABOUT 2KBABY:

Christian Michael Todd (born July 19, 2000), better known by his stage name 2KBABY, is a rapper, singer and songwriter from the Southside of Louisville, KY. From a young age, 2KBABY had to shoulder much responsibility, taking care of his family while growing up in the projects of Louisville. At the age of 15, 2KBABY quickly rose to local fame after recording his first song "Southside Story." In 2018, he decided to take his career to the next level and made the move down to Atlanta. Together with Louisville producer Danny Hajj and his team in Atlanta, 2KBABY quickly got to work on his craft. Collectively, they developed a unique sound, which led to 2KBABY's first breakout hit "Old Streets."

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For more information, please contact:

Yash Zadeh | Warner Records

Yashar.Zadeh@warnerrecords.com

