

2KBABY MEETS MARSHMELLO ON SOARING “LIKE THIS” SINGLE VIA MASKED RECORDS / WARNER RECORDS

LISTEN TO “LIKE THIS” [HERE](#)



February 26, 2021 (Los Angeles, CA) – Today, Louisville rapper **2KBABY** drops his new single “**Like This**,” with the genre-blurring producer **Marshmello** on **Masked Records / Warner Records**. 2K’s voice has often felt soaring and stratospheric, and on “Like This,” he leans into this radiance while pulling listeners in close. Intimate and human, “Like This” unlocks a new dimension of the rising star’s rapidly expanding sound. Listen [HERE](#).

From the glowing Marshmello beat to 2K’s introspective lyrics on how far he’s come, “Like This” feels like a coronation. Over warm guitar and humming 808’s, 2K basks in the success he’s worked so hard for. “*I been through too much just to live like this*,” he sings. It’s the kind of record in which you can hear an artist’s whole story.

“Like This” marks 2K’s first official single since his stellar debut EP [Pregame Rituals](#). But it’s been a highly productive 12 months nonetheless. Earlier this year, he let off the two-pack, [THE 2K STIMULUS](#), which contained lush R&B record “Rounds” and bluesy cut “2kizzy Flow.” And he shared the reflective “[MAD](#)” last September following *Pregame Rituals*’ April release. The EP—which featured “[Old Soul](#)” with G Herbo, as well as his RIAA Gold-certified hit, “Old Streets”—garnered praise from a host of tastemaking outlets including *Pitchfork*, *Complex*, *XXL*, *FADER*, *UPROXX*, and more. Across that set, 2K ruminated on his past, pulling out some of the most memorable melodies rap’s seen in recent years. And yet, it seems he’s again turning a new leaf on “Like This.” A true innovator, 2KBABY surely has plenty more up his sleeve.

“The road to success isn’t far off for 2KBABY.” – XXL

“With a natural knack for melody that separates him from most peers, he makes songs that paint the picture of a young artist who isn’t afraid of the hardships from his past, but also has ambitions to take over the world.” – Complex

“Coming out of Louisville, Kentucky, 2KBABY has consistently proven himself to be an interesting young artist who knows how to captivate his listeners with storytelling and emotional lyrics.” – HotNewHipHop

“Authenticity is the name of the game for this rising star from Louisville, KY.” – HipHopDX

“2KBABY emerged when his single ‘Old Streets’ introduced the internet to his soft singing voice and ability to narrate street tales like the South’s best.” – Pitchfork



[DOWNLOAD PRESS PHOTO HERE \(CREDIT: ADAM DEGROSS\)](#)

ABOUT 2KBABY:

2KBABY's voice is a shimmering crackle imbued with heart and soul—a tool used to tell street parables with messages of hope and perseverance. The Louisville MC's 2020 debut *Pregame Rituals* cemented himself as one of hip-hop's most gifted new stars, but if his upcoming music is any indication, he's only scratched the surface of what he can do. Laying the foundation for that potential is 2K's transcendent RIAA Gold-certified (and still climbing) "Old Streets." It's filled to the brim with a range of emotions, something 2K says he aspires to every time: "My music can be therapeutic, it can amp you up, it can make you cry." "Old Streets" is his centerpiece, but it's not the blueprint—and what comes next rises above genres for global impact. On January's *The 2K Stimulus* song bundle, he continued to push himself, exploring lush R&B and guitar-streaked bangers. And 2K won't stop mastering new sounds anytime

soon—his new work includes “Like This,” a progressive guitar record with Marshmello, and a forthcoming summery alt-rock song with Murda Beatz. Clearly, 2K has aspirations far beyond any style. “I’m tryna just make pop shit,” he says. “Music that’s gonna sell out stadiums. Global music that can reach everybody.” That’s how 2KBABY moves. Music comes to him in revelations, and it hits us the same.

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