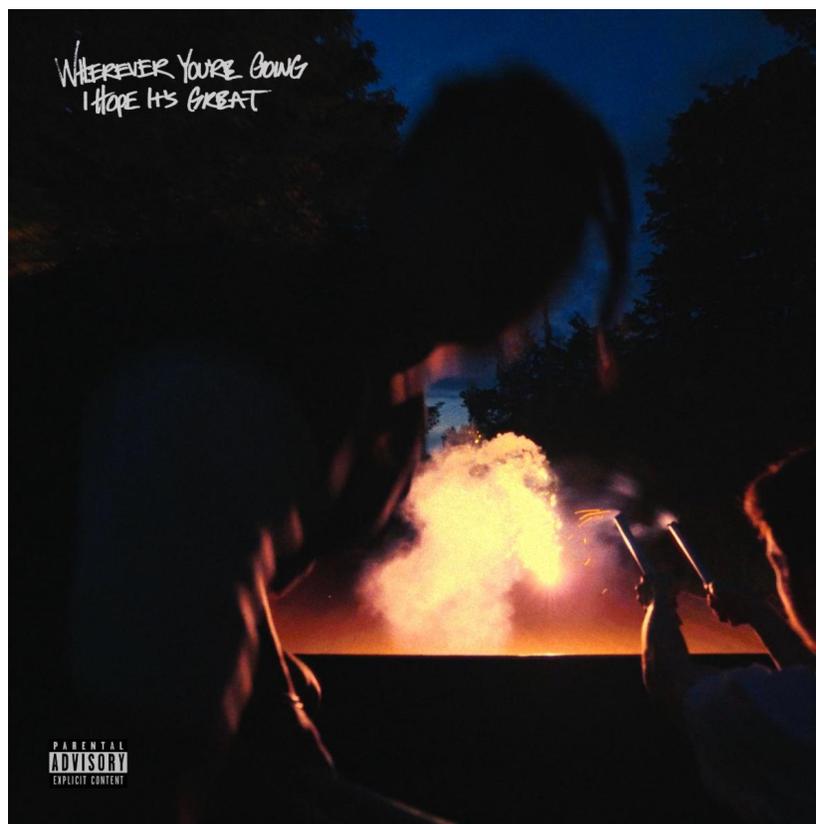


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# 99 NBRS

**99 NEIGHBORS RELEASE NEW ALBUM *WHEREVER YOU'RE GOING I HOPE IT'S GREAT*, ANNOUNCE WYGIHIG TOUR**

**LISTEN [HERE](#) – WATCH NEW VIDEO FOR “EASTSIDE” [HERE](#)**



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**September 24, 2021 (Los Angeles, CA)**– Today, Vermont rap collective **99 Neighbors** return with their vibrant major-label debut *Wherever You're Going I Hope It's Great* on **Nice Work / Warner Records**. The record, which demonstrates the dynamic energy the group has developed over the past few years, arrives alongside a striking, intimate video for the standout track “**Eastside**.” Listen to the album [HERE](#) and watch the music video for “Eastside” [HERE](#). The group is also announcing their headlining **WYGIHIG Tour** kicking off November 16th in San Francisco, CA. (full dates below).

The early singles from *Wherever You're Going I Hope It's Great* underscored the group's dedication to versatility, experimenting with delirious rap, emotional jazz-inflected tracks, and otherworldly songs you can't pin to any one genre. The full record bounces ecstatically between these sounds and styles while showing off new sides of the group altogether. “**Eastside**,” for example, is a romantic R&B jam that calls for loyalty and devotion from a partner who's been out of reach. “*Why don't you come over to the Eastside, my side,*” vocalist **Sam Paulino** sings. “*On your downtime/If I'm on the way, I'ma be on time/Only if you ride or die on me for the night.*”

Directed by **Joey Broadnax**, the visual for “Eastside” is intimate, featuring close-ups of the song’s major players, but a **99 Neighbors** clip is never so straightforward. The group deconstructs the very notion of a music video in their distinctive art-house style, populating the visual with behind-the-scenes peeks and fourth-wall-breaking moments, all while emphasizing their easy, effortless cool. Watch it [HERE](#).

***Wherever You’re Going I Hope It’s Great*** continues the momentum from the group’s recent singles “N. Michigan Gospel,” “49er,” and “Live a Little.” Those cuts showcased the group’s dynamism, each taking a unique approach to the optimistic, vulnerable songwriting that has become their trademark. *Ones To Watch* hailed “49er” as “one of their most infectious singles to date” and praised the “production reminiscent of rapidly switching the dials on a radio.”

Continuing their theme of vulnerability with “N. Michigan Gospel,” *Ones To Watch* also mentioned, “99 Neighbors quietly dropped one of the most breathtaking tracks of the year & you should be listening. The jazz-inspired art-rap piece moves in stark contrast to much of today’s hip-hop, opting to explore the emotional depth of the group’s skill sets as opposed to aiming for predictive viral success.”

This new album follows the group’s beloved 2019 body of work, *Television*. For ***Wherever You’re Going I Hope It’s Great***, the group took their time to figure out the bold new directions in which they wanted to expand their sound. Recorded between Vermont, Chicago, and Nashville, the results are thrilling and uncompromising. With standout singles like “Eastside” and a whole host of other animated, anthemic tracks, ***Wherever You’re Going I Hope It’s Great*** feels like a bold declaration that the next great American rap group has finally arrived.

#### 99 Neighbors Show Dates:

September 25th - South Burlington, VT - Higher Ground Ballroom - **SOLD OUT**

October 2nd - Tampa, FL - Gasparilla Festival

The poster features the group name '99 NBR5' at the top in a stylized white font. Below it are four square panels with artistic imagery: a window in a snowy scene, a person in a hooded jacket in a sunset, a person in a dark setting with light particles, and a person in a dark setting with a bright light source. At the bottom, the text 'WYGIHIG TOUR WITH SEEYOU SOON' is displayed in white and yellow. Below this is a list of tour dates and venues.

NOV 16 SAN FRANCISCO, CA BRICK & MORTAR MUSIC HALL	NOV 26 CAMBRIDGE, MA MIDDLE EAST UPSTAIRS	DEC 08 CHICAGO, IL REGGIES ROCK CLUB
NOV 18 SANTA ANA, CA CONSTELLATION ROOM	NOV 27 WASHINGTON, DC SONGBYRD	DEC 09 PONTIAC, MI THE PIKE ROOM
NOV 19 LOS ANGELES, CA THE MOROCCAN LOUNGE	DEC 02 NASHVILLE, TN EXIT/IN	DEC 10 TORONTO, ON DRAKE UNDERGROUND
NOV 24 BROOKLYN, NY BABY'S ALL RIGHT		

[DOWNLOAD ADMAT HERE](#)

#### WYGIHIG Tour Dates:

November 16th - San Francisco, CA - Brick & Mortar Music Hall ^

November 18th- Santa Ana, CA - Constellation Room ^  
November 19th - Los Angeles, CA - The Moroccan Lounge ^  
November 24th - Brooklyn, NY - Baby's All Right ^  
November 26th - Cambridge, MA - Middle East Upstairs ^  
November 27th - Washington, DC - Songbyrd ^  
December 2nd - Nashville, TN - Exit/In ^  
December 8th - Chicago, IL - Reggies Rock Club ^  
December 9th - Pontiac, MI - The Pike Room ^  
December 10th - Toronto, ON - Drake Underground ^

^ = seeyousoon



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CREDIT: ALYSSE GAFKJEN

#### **ABOUT 99 NEIGHBORS:**

99 Neighbors have learned the virtues of patience. After a foundational burst of creativity and an equally fast rise, all seven members of the Burlington, Vermont, alt-rap collective can agree that the best things in life take time and focus. Yes, their bedrock is still back there in the 24-hour art hub of an apartment where it all began, and their singular sound is still the hyperactive crush of rock, pop, R&B, and hip-hop heard on their gripping 2019 project, *Television*. But their new album *Wherever You're Going I Hope It's Great* grew out of a period of willful slowdown—a clarifying of perspective—and is built around the idea of moving forward with intention. Hence, the LP is rich with new sonic strains from dusty jazz to UK-inspired electronica to thrilling pop. The collective's members also had time for both experience and reflection, resulting in lyrics that delve deep into identity, addiction, discovery, and meaning. The end result sounds adventurous and expansive yet decisive and complete—a considerable feat from several wild minds constantly bouncing off one another. A genuine joy permeates the new music, even when the songs touch on heavy themes. It's the sound of seven friends living out their dreams, struggles, and triumphs together. It took a while to get there, but when 99 Neighbors finally did, the concept of the project became rather simple. As rapper/singer HANKNATIVE puts it, "We all just want the best for each other."

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