

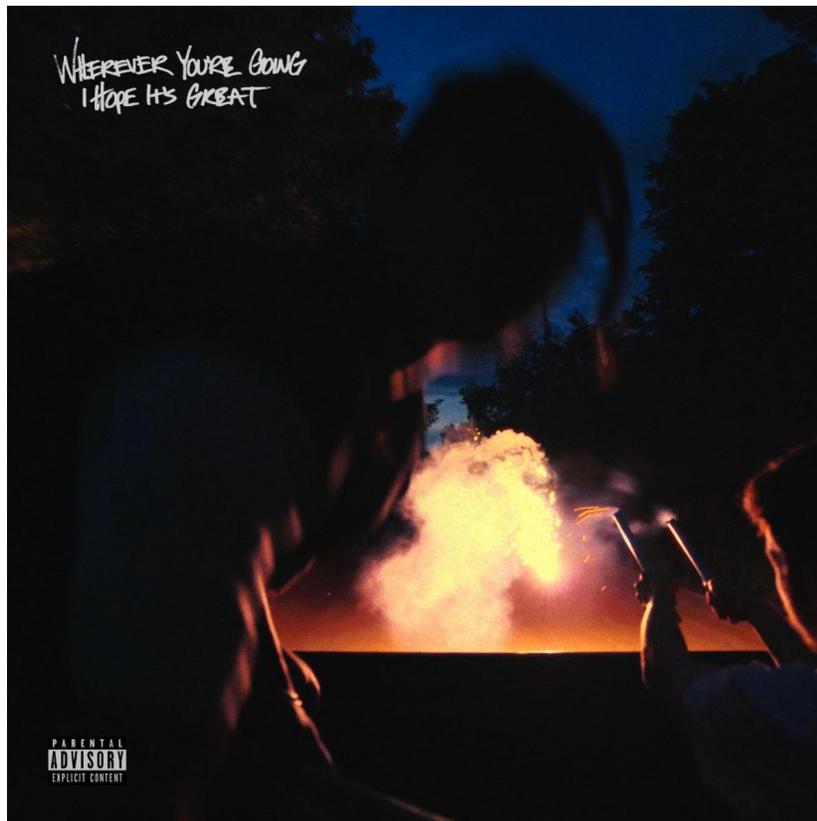
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99 NBRS

99 NEIGHBORS RELEASE REFLECTIVE SINGLE & VIDEO “N.  
MICHIGAN GOSPEL” AHEAD OF NEW ALBUM

LISTEN [HERE](#) - WATCH [HERE](#)

*WHEREVER YOU’RE GOING I HOPE IT’S GREAT*  
IS OUT SEPTEMBER 24 ON NICE WORK / WARNER RECORDS



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**September 10, 2021 (Los Angeles, CA)**– Today, Vermont rap collective, **99 Neighbors** are sharing “**N. Michigan Gospel**,” a reflective, jazz-inspired single with a striking video from their forthcoming album, *Wherever You’re Going I Hope It’s Great*. The group’s major-label debut is out on September 24 via Nice Work / Warner Records. Listen to “N. Michigan Gospel” [HERE](#) and watch the music video [HERE](#).

“**N. Michigan Gospel**,” like **99 Neighbors**' best songs, effortlessly walks the line between personal and relatable. On the downtempo jam, the art-rap group comes together around a twisted guitar sample, using a bevy of different voices to weave the song’s rich tapestry. The chorus is introspective, imbuing the track with a melancholy that feels uniquely theirs. The video is nothing short of an immersive experience that introduces a world-building, artful dynamic — featuring surreal visuals and a cutting edge fashion sensibility from the group.

"N. Michigan Gospel" continues the momentum from the group's previously released singles "49er" and "[Live A Little](#)." All three tracks showcase the individual swagger of each member, allowing the collective to function as a striking collage of all of their unique perspectives. [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."

***Wherever You're Going I Hope It's Great***, which arrives later this month, follows the group's 2019 body of work, *Television*. For this next project, the group took their time to figure out the bold new directions in which they want to expand their sound. Recorded between Vermont, Chicago, and Nashville, the results are thrilling and uncompromising. With singles like "**N. Michigan Gospel**" leading the way, ***Wherever You're Going I Hope It's Great*** is bound to be a deeply impactful statement from one of rap's most exciting collectives.

**99 Neighbors Tour Dates:**

September 24th - New York, NY - Governors Ball

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

October 2nd - Tampa, FL - Gasparilla Festival



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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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