FOR IMMEDIATE RELEASE

MAY 5TH, 2020

**SKOOLY BRINGS “GO” TO LIFE IN NEW VIDEO**

**T.R.U. ARTIST DROPS HOWARD ROSS DIRECTED VISUAL**

**WATCH THE LATEST VISUAL** [**HERE**](https://skooly.lnk.to/GoVideo)

**STREAM/DOWNLOAD “GO”** [**HERE**](https://Skooly.lnk.to/GoSingle)

**MULTILAYERED SINGER & RAPPER TO** [**RELEASE**](https://www.instagram.com/p/B-tC3R4lshc/) **FULL-LENGTH
*NOBODY LIKES ME* ON MAY 22ND**



*The Atlanta artist’s voice—somewhere between nasally snarl and warped trill—splits an imaginary line that divides swag rap and contorted R&B. It was his calling card long before the rise of so-called “weirdo” rappers who wanted in on the magic of melody.*

[PITCHFORK](https://pitchfork.com/levels/in-praise-of-skooly-who-changed-the-way-atlanta-rapped/)

*Skooly's one of Atlanta's best-kept secrets. Although he hasn't broken into a mainstream artist, he's connected with -- and possibly influenced -- many of the greatest exports out of the ATL in recent times.*

[*HOTNEWHIPHOP*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hotnewhiphop.com%2Fskooly-comes-through-with-his-latest-banger-gifted-new-song.1984453.html&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Cf0aa7b57e4734d2b711108d7e7d33eef%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637232766792300583&sdata=mry1OYVr3irRuiCGzb%2BitmmMA%2F8alwbvHY9ANCKYrlg%3D&reserved=0)

*At 25, Skooly can already be considered a young OG in the rap game. Hailing from the westside of Atlanta, he helped start ATL’s buzzing rap group Rich Kidz 11 years ago as a 14-year-old rapper on the rise. Since then, his steady flow of new slaps has made him an unforgettable force in the area. Credited with influencing a few of the waves to come out of the ATL…*

[*XXL*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.xxlmag.com%2Fvideo%2F2020%2F03%2Fskooly-xxl-freshman-pitch-2020%2F&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Cf0aa7b57e4734d2b711108d7e7d33eef%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637232766792310573&sdata=q9kKXLnrAIlP825kQcBrEfgqfg5HFeg%2FAdNEkElipM8%3D&reserved=0)

**T.R.U. (The Real University)** recording artist **Skooly** dropped the electric visual companion to “Go,” the debut single off his forthcoming *Nobody Likes Me*. Watch the visual [HERE](https://skooly.lnk.to/GoVideo); stream/download the single [HERE](https://Skooly.lnk.to/GoSingle). The past weeks have seen Skooly setting the table with appetizer tracks ahead of his anticipated full-length effort, *Nobody Likes Me*. The tested Atlanta singer and rapper dropped “[Nasty](https://smarturl.it/SkoolyNasty)” alongside its *Next Friday*-inspired [companion visual](https://youtu.be/wbYBWM23344). That release was preceded by the objective “[Mulatto](https://smarturl.it/mulatto)” and the official [video](https://youtu.be/Hh24YSt40yI) he co-directed. Prior to its release, Skooly debuted the timely “[Coachella](https://smarturl.it/CoachellaSkooly)” and its accompanying [video](https://youtu.be/0zKQyUjkK9U) on the would-be first weekend one of the Southern California festival.

Earlier this season, Skooly and the T.R.U. collective released their [***No Face No Case***](https://tru.lnk.to/NoFaceNoCase)album, a 15-track compilation project highlighting street-certified talent from Atlanta’s various zones. Skooly kicked off the imprint’s weekly #TRUsday series on the stylish “[Virgil Discount](https://www.youtube.com/watch?v=U_6NKIUGLXo),” where showcased his quintessential along street executive **2 Chainz**. Other #TRUsday releases included the bouncy “[Pop Off](https://Skooly.lnk.to/PopOffVideo)” and the spirited “[How I Feel](https://youtu.be/j-HsflPoIRk)” remix with **Quando Rondo** and **NoCap**. The dexterous artist can also be heard flexing with **Quavo** on the album cut “[Reliable](https://open.spotify.com/track/5iPfLloXGMXQ2DRoLUAXK2?si=yuBxE7IMRxKbMb9lFruPAw),” as well as a frenetic feature on the T.R.U. posse cut “[Jefe Shit](https://open.spotify.com/track/35HAbdt5jDcXG0rZDx6NO1?si=o80vkMRKRveN6e1JBKqdZg).”

Praised by [Pitchfork](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpitchfork.com%2Flevels%2Fin-praise-of-skooly-who-changed-the-way-atlanta-rapped%2F&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Caed39e4d928646041d1108d793a0b417%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637140191075695868&sdata=9u5gxafRLWtLikNMG8gaVwq%2BsRK9IGR04LJTpa1EaYQ%3D&reserved=0) for “changing the way Atlanta rapped,” the [XXL Freshman](https://www.xxlmag.com/video/2020/03/skooly-xxl-freshman-pitch-2020/) hopeful has crafted a distinctive sound “that splits an imaginary line that divides swag rap and contorted R&B.” In addition to collaborations spanning Future to Young Thug, the well-connected Rich Kidz co-founder has maintained a devout following with a consistent supply of features, collaborations, and original music like his *Blacc Jon Gotti* mixtape and *Don’t You Ever Forget Me* series. Skooly was recruited in 2019 by GRAMMY® Award-winning t/rapper 2 Chainz to join his record label T.R.U. (The Real University) comprised of a vanguard of Atlanta hip-hop talent including Skooly, Sleepy Rose, Hott LockedN, and Worl. T.R.U. would announce its partnership with Atlantic Records that fall with the alarming “[Shoot It Out](https://tru.lnk.to/ShootItOutAY)” ahead of their full-length album which represented “a sonic vision that highlights the Atlanta sound” ([*Hot New Hip Hop*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hotnewhiphop.com%2F2-chainz-and-his-tru-crew-deliver-no-face-no-case-compilation-new-mixtape.120042.html&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C42d1a4ca771e45e6434708d7ac21966b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637167132589494277&sdata=dMlJm%2F4lr5LgTM1R3o1VMIE9s3rGhFfG5gWaWu0s0CU%3D&reserved=0)).

“I know Skooly is a superstar,” says 2 Chainz. “I’ve been watching him since he was about 14 in Atlanta. As a little kid, he had a Lil Wayne vibe. I’m staying down with him. He’s 25-years-old, and he’s nowhere near his peak. He really knows where to sing and where to put the bars down.”

**CONNECT WITH SKOOLY**

[Instagram](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fsb_skooly%2F&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Caed39e4d928646041d1108d793a0b417%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637140191075715858&sdata=gdonQBqqwUtvrZ4Y756XWthGiQsgdnQxrlrAj8R%2BhQ4%3D&reserved=0) | [Twitter](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2FSB_Skooly&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Caed39e4d928646041d1108d793a0b417%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637140191075725852&sdata=kkmWiSS8HfaqMhnsRvWikHF0gy11fb4uASCKQYgf6pY%3D&reserved=0) | [YouTube](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCqQHXq4O3bVuNeT_wNsgOoQ&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Caed39e4d928646041d1108d793a0b417%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637140191075725852&sdata=lWW33DpRHRmLMnnbnP0RYai5ujE%2B9AI5iBj2aSyl990%3D&reserved=0) | [SoundCloud](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Ftherealskooly&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Caed39e4d928646041d1108d793a0b417%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637140191075735850&sdata=fB3D5W%2BCworLQwWjxfzaV%2BSTtqwUsxSO%2FxqgycJs0sY%3D&reserved=0)

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