FOR IMMEDIATE RELEASE

MAY 26TH, 2020

**SKOOLY TAPS LIL BABY FOR “NEVA KNOW” VISUAL**

**WATCH THE HOWARD ROSS-DIRECTED VIDEO NOW:**

[**SKOOLY.LNK.TO/NEVAKNOWVIDEO**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fskooly.lnk.to%2FNevaKnowVideo&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C2d2b7a9aead94b184b3208d8018a9ce4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261042142234449&sdata=dS22x0MjtyCa%2FKVNsb58BSa1d8tAMIETMQ6e9ZNq3T0%3D&reserved=0)

**ON THE HEELS OF THE T.R.U. ARTIST’S 18-TRACK LP *NOBODY LIKES ME***

***NOBODY LIKES ME* AVAILABLE TO STREAM/DOWNLOAD:**

[**SKOOLY.LNK.TO/NOBODYLIKESME**](https://skooly.lnk.to/NobodyLikesMe)



[*DOWNLOAD SKOOLY PRESS ASSETS HERE*](https://press.atlanticrecords.com/skooly/)

*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)

*Skooly’s 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** taps **Lil Baby** for the visual release of his breakout single “Neva Know” off his recently released LP [*Nobody Likes Me*](https://skooly.lnk.to/NobodyLikesMe). Watch the Howard Ross-directed visual now availabilble via YouTube HERE. The “Neva Know” visual comes just days after the highly-anticipated release of the Atlanta rapper’s long-awaited full-length album. The 18-track LP features **Lil Baby** and **2 Chainz** with production from **Tay Keith**, **Chophouze**, and more. *Nobody Likes Me* is available now to stream and download [HERE](https://Skooly.lnk.to/NobodyLikesMe). Earlier this month, Skooly dropped the album’s debut single “Go,” stream the track [HERE](https://Skooly.lnk.to/GoSingle) and watch it’s electric visual companion [HERE](https://skooly.lnk.to/GoVideo).

Skooly celebrated the release of *Nobody Likes Me* with an incredible album listening party and viewing of his documentary at Atlanta’s legendary Startlight Drive-In Theatre. Fans were able to enjoy his new musical effort in the safest way possible – from the comfort of their cars. Watch a recap [HERE](https://www.instagram.com/p/CAk4tUZFGFT/). The past weeks have also seen Skooly setting the table with appetizer tracks ahead of *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.

**ABOUT SKOOLY**

Without bragging or boasting, Skooly quietly instigated one wave after another in his hometown of Atlanta. As a result, he left an indelible mark on the game evidenced by tens of millions of streams and glowing critical praise with *Pitchfork* even arguing he, *“Changed the way Atlanta rapped*.*”* At 14-years-old, he introduced himself to the culture as part of the influential group Rich Kidz. Among *Straight Like That 1 & 2* [2011] and *Everybody Eat Bread* [2012], he turned up in the studio alongside icons such as Ludacris, Young Thug, and more. His voice would be heard by billions on instantly recognizable tags for like London On Da Track’s (*“We got London On Da Track”*). After solo success on the 2015 mixtape *Blacc John Gotti*, the *Don’t Ever Forget Me* trilogy, and a series of fiery singles, he ignites the next phase with his T.R.U. and Atlantic Records debut mixtape, *Nobody Likes Me*.

Setting the stage for the project, Skooly shined on the T.R.U. collective’s 2020 debut compilation, [***No Face No Case***](https://tru.lnk.to/NoFaceNoCase). His energy spiked through tracks like “[Reliable](https://open.spotify.com/track/5iPfLloXGMXQ2DRoLUAXK2?si=yuBxE7IMRxKbMb9lFruPAw)” [feat. Quavo], “[Jefe Shit](https://open.spotify.com/track/35HAbdt5jDcXG0rZDx6NO1?si=o80vkMRKRveN6e1JBKqdZg),” “[Pop Off](https://Skooly.lnk.to/PopOffVideo),” “[How I Feel](https://youtu.be/j-HsflPoIRk)” [feat. Quando Rondo & NoCap], and “[Virgil Discount](https://www.youtube.com/watch?v=U_6NKIUGLXo)” [feat. 2 Chainz], the latter eclipsing 17 million streams and counting. In addition to plugs from *GQ*, *Sway’s Universe*, *Genius*, *MTV*, *The Breakfast Club*, and more, *XXL* deemed them one of *“8 Rising Rap Crews You Need On Your Radar*.*”* Riding this wave, Skooly comments on his place in the game and secures his future with *Nobody Likes Me* introduced by the single “Go” and highlighted by bangers like “Never Know” [feat. Lil Baby].

“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.”



[*DOWNLOAD HIGH-RES COVER ART HERE*](https://warnermusicgroup.app.box.com/s/5wth13jrh9jrt8sghgxbll0nd1eyn6d8/file/659724032738)

**TRACKLISTING**

* 1. American Made (prod: MarioBeats)
  2. Opp Boy (prod: Tay Keith)
  3. Neva Know feat. Lil Baby (prod: Chophouze)
  4. Talented (prod: Uncle Bari)
  5. Go (prod: MarioBeats)
  6. Soul Search (prod: Big A and Big Zar)
  7. Nobody Likes Me (prod: JayTheGreat)
  8. Imposter (prod: MikeMvjor and NoiseByNick)
  9. Different (prod: JayTheGreat)
  10. GOAT (prod: Quay Global)
  11. Box Chevy feat. 2 Chainz (prod: Quay Global)
  12. Late Night Tease (prod: Mike Mixer, Dun Deal and Eliot)
  13. Turned Into A Villain (prod: Ceeo)
  14. Genocide (acoustic) feat. Harp Szn
  15. Lil Boy Shit (prod: Quay Global) **\*BONUS\***
  16. Pop Off (prod: Chophouze) **\*BONUS\***
  17. Virgil Discount feat. 2 Chainz (prod: June The Jenius, AJ Costly and Cubeatz) **\*BONUS\***

**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)

**SKOOLY PRESS CONTACT**

Brittany Bell | [Brittany.Bell@atlanticrecords.com](mailto:Brittany.Bell@atlanticrecords.com)