

**JACK HARLOW & BRYSON TILLER HEAD HOME TO LOUISVILLE FOR “LUV IS DRO” MUSIC VIDEO**

**ALSO FEATURING VOCALS FROM THE LATE STATIC MAJOR**

**NEW VISUAL COMES ON THE HEELS OF HARLOW’S ANNOUNCEMENT OF “NO PLACE LIKE HOME” HOMETOWN SHOWS**

**GRAMMY-NOMINATED RAPPER CELEBRATES FIRST #1 ON BILLBOARD HOT 100 WITH LIL NAS X COLLAB “INDUSTRY BABY”**

**“LUV IS DRO” APPEARS ON HARLOW’S PLATINUM-CERTIFIED DEBUT ALBUM *THATS WHAT THEY ALL SAY*, OUT NOW**

[**WATCH: “Luv Is Dro (Feat. Static Major & Bryson Tiller)”**](https://www.youtube.com/watch?v=5IDTzSWh3d0)

[Directed by: Ace Pro; filmed in Louisville, KY]



(October 21, 2021 – New York, NY) GRAMMY-nominated rapper **Jack Harlow** heads home to Louisville, KY for the visual for “**Luv Is Dro**,” starring fellow Louisville natives **Bryson Tiller** and featuring vocals from the late **Static Major**. The smooth, R&B-infused song appears on Harlow’s platinum-certified debut album, ***THATS WHAT THEY ALL SAY***. [WATCH HERE](https://www.youtube.com/watch?v=5IDTzSWh3d0).

The release of the “Luv Is Dro” visual comes on the heels of the announcement earlier this week of Harlow’s upcoming **“No Place Like Home”** shows which will see the chart-topping rapper bring his energetic & acclaimed live show to his hometown for five unforgettable shows at five iconic venues. The “No Place Like Home” shows kick off December 14at The Palace Theatre and conclude on December 18 at Old Forester’s Paristown Hall. General on-sale begins tomorrow, October 22 at 10am EST at [https://jackharlow.tix.to/NoPlaceLikeHomeTour](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fjackharlow.tix.to%2FNoPlaceLikeHomeTour&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667289185%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=YAvkExVZOsM6aIuyTQug7RH%2B%2FV%2FKYZ65tgpyLX9OnH8%3D&reserved=0).

**DECEMBER 14 – PALACE THEATRE**

**DECEMBER 15 – HEADLINERS**

**DECEMBER 16 – ZANZABAR**

**DECEMBER 17 – MERCURY BALLROOM**

**DECEMBER 18 – OLD FORESTER’S PARISTOWN HALL**



Earlier this month, Harlow gave back to Louisville with donations to five different organizations that benefit causes close to his heart: *AMPED, The Center for Women and Families, Grace James Academy, Louisville Urban League & Metro United Way*. Inspired by his initial individual efforts, Instagram and KFC joined Harlow in making additional donations to these organizations. Live Nation will also join Harlow’s recent philanthropic efforts in Louisville by donating $1 from each ticket sold to Harlow’s shows this year to one of these five Louisville organizations.

The “No Place Like Home” shows will wrap what has been an incredible year for the Generation Now/Atlantic Records rising superstar, who is currently celebrating his first ever #1 on the Billboard Hot 100 with “Industry Baby,” his explosive collaboration with Lil Nas X, which the duo performed at the 2021 MTV Video Music Awards. Other live show highlights include headlining his first sold-out tour in nearly 2 years and performing acclaimed sets to seas of screaming fans at some of the biggest festivals including Lollapalooza, Austin City Limits, Bottle Rock, Atlanta’s Music Midtown, to name a few.

On top of this, the multi-platinum rapper made his [**Saturday Night Live**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fp%2FCMfSg7QFR53%2F&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667299180%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=iV2aCJak4DZl8nsHcVJ%2BFWOUb%2FJOC1nHkLt0jVNsCpM%3D&reserved=0) debut, performed songs from his debut album *THATS WHAT THEY ALL SAY* for **NPR’s** [**Tiny Desk**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FGNrerhak_pY&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667309172%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=cfWG7mhGqpIB%2ByK%2F07ZdyWNqleE0vqoK5y91U3pY8zQ%3D&reserved=0), graced the covers of [**Complex**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.complex.com%2Fmusic%2Fjack-harlow-profile-2021%2F&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667309172%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Hg0%2F8jdYITIddqOWNxb7lNZRdNd9fDBKNRVbL3%2FtC3w%3D&reserved=0), [**SPIN**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.spin.com%2Ffeatured%2Fjack-harlow-january-2021-cover-story%2F&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667319165%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Bf23cTVaXtHDmpvgfz2jZdUeCMDSpohOQQBiDUAMN5c%3D&reserved=0) and [**Footwear News**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ffootwearnews.com%2F2021%2Fbusiness%2Fpower-players%2Fjack-harlow-interview-new-balance-shoes-fashion-touring-1203157982%2F&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667329163%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=AGbGP1YplIsG4eVAJtkVoOjHh2iwt7aP%2FyKNAXYOmZQ%3D&reserved=0), attended the coveted [**MET Gala**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.vanityfair.com%2Fstyle%2F2021%2F09%2Fjack-harlow-met-gala-2021-tommy-hilfiger-interview&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667329163%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=xNf010%2Fu0Ocr2XuQENhgYHaEhjRGasyAXnyurrGg674%3D&reserved=0) and appeared in **Tommy Hilfiger’s “Pass The Mic**” Fall 2021 [campaign](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fp%2FCUK5guJr5FI%2F&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667339155%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=OJzmFkeHGmDW%2Fp8Lgypf5rhs3NCpTaYadXFprY%2BdFhA%3D&reserved=0).

**For all press inquiries, please contact:**

Jason Davis – jason.davis@atlanticrecords.com

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**ABOUT JACK HARLOW:**

Hailed by The FADER as a “*maverick rapper destined for legendary status*,” 23-year-old, Louisville, KY native Jack Harlow has quickly become one of music’s biggest stars with over 3 billion career streams to date. The Generation Now/Atlantic Records rapper has released a project a year, for the last 5 years, the most recent being his RIAA Gold-Certified, critically acclaimed debut album *THATS WHAT THEY ALL SAY*. The album features the 6x-Platinum single “WHATS POPPIN,” which earned Harlow his first Grammy nomination, among countless other accolades including nominations at the 2021 Billboard Music Awards, 2021 BET Awards, 2020 MTV Video Music Awards, 2020 E! People’s Choice Awards & 2020 BET Hip Hop Awards.

Harlow has been widely featured in high profile publications ranging from Rolling Stone, Billboard and Complex to GQ, TIME, Interview and Forbes, graced the covers of XXL’s coveted *Freshman Class*issue, Complex, SPIN and Footwear News and brought his captivating live show to the masses with national television performances on Saturday Night Live, The Tonight Show Starring Jimmy Fallon, Jimmy Kimmel Live! and more.

For more information on Jack Harlow, please visit: [www.jackharlow.us](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F__https%3A%2Fnam04.safelinks.protection.outlook.com%2F%3Furl%3Dhttps*3A*2F*2Furldefense.com*2Fv3*2F__http*3A*2Fwww.jackharlow.us__*3B!!N96JrnIq8IfO5w!wNL5xHNUEklt5skf537I3lRAqr1ljuKEUwfnMb8Su2J82oZB92zTfyLb5nBbN0fjn-vUMo1a*24%26data%3D04*7C01*7CJason.Davis*40atlanticrecords.com*7Cbdc2e7feef7842390c2408d901111e63*7C8367939002ec4ba1ad3d69da3fdd637e*7C0*7C0*7C637541995477687243*7CUnknown*7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0*3D*7C1000%26sdata%3D3RwRIXRTKZCvpaBjA4tJrZZnElsOHswHDn4XD0iiTNA*3D%26reserved%3D0__%3BJSUlJSUlJSUlJSUlJSUlJSUlJSUlJQ!!N96JrnIq8IfO5w!xyd1_V0pwfbb6Ccn2CDKC00BE8MgnRI8OMziaWqL7axFv-2M9N6LxtZDKNV5t2EYL0x5zyyF%24&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Ccb61ca49c943474f46ac08d994b666dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637704333667339155%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=tyMWClGOHYpeZ60TuYmPMCyuKOBR99om7KsN5vH9y18%3D&reserved=0).

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