FOR IMMEDIATE RELEASE

MAY 8TH, 2020

**BANKROL HAYDEN RETURNS WITH “RICH BITCH”**

***VIRAL RAPPER RELEASES LATEST SINGLE OFF FORTHCOMING PAIN IS TEMPORARY MIXTAPE***

***LISTEN TO “RICH BITCH”*** [***HERE***](https://bankrol.lnk.to/RichBitch)

***ARRIVES ON THE HEELS OF “COSTA RICA” FT. THE KID LAROI***

***LISTEN TO THE REMIX*** [***HERE***](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FCostaRicaRemix&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Cb8f8d5eac3fe41030daf08d7d12dcceb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637207866962598497&sdata=OsewhVSXDvd5Cd7BqUXmUx%2FVHFb8bAyUBsS14TzAq2E%3D&reserved=0)

***THE VIRAL HIT “COSTA RICA” RECENTLY AMASSED OVER 60M COMBINED STREAMS***

***WATCH*** [***HERE***](https://bankrol.lnk.to/CostaRicaVideo)

***STREAM/DOWNLOAD*** [***HERE***](https://bankrol.lnk.to/CostaRica)



[*DOWNLOAD HIGH-RES ARTWORK HERE*](https://warnermusicgroup.box.com/s/vynt0vduooy23qqqyn0qpk6lv2g6rb8p)

Atlantic recording artist **Bankrol Hayden** erupts back on the scene today with his latest offering “Rich Bitch.” Bankrol Hayden serves up this track as an appetizer to his highly anticipated *Pain is Temporary* mixtape, due to drop later this spring. “Rich Bitch” is available to stream and download at all available DSPs [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FRichBitch&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C6b467fec950a45adf21e08d7f15c6cff%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637243251577406475&sdata=upqXq3Vo6y9BD9VeJ6GHaZyBMcKGeM%2FefnDvWlmv818%3D&reserved=0). The track arrives on the heels of his “Costa Rica” remix with **The Kid LAROI**, available now [HERE](https://bankrol.lnk.to/CostaRicaRemix). This remix followed the success of the original “Costa Rica,” which recently amassed over **60 million combined streams**. “Costa Rica” is available now via Atlantic Records at all DSPs and streaming services [HERE](https://bankrol.lnk.to/CostaRica); an official companion video premiered on the Modesto, CA-based artist’s wildly popular YouTube channel [HERE](https://www.youtube.com/channel/UCRX-y2lEXKBkLruYlhyk7DA), and has over **9.6 million views** to date.

Bankrol Hayden has seen incredible streaming success as he is currently charting on **Spotify’s Top 200** **US** chart and holds the #2 spot on **Spotify’s Most Necessary** playlist (*2.5m followers*). “Costa Rica” is featured on popular Spotify playlists such as **Clout Culture** (*565k followers*), Hip Hop Controller (*1.2m followers*), **Cali Fire** (*630k followers*), and more. It was recenrly on featured on **Rap Caviar**, Spotify’s premiere rap playlist. It’s also featured on popular Apple Music playlists **Hip Hop Hits**, **The New Bay**, **Rap Life Videos** and **Chill Rap**. “Costa Rica” debuted on **Spotify’s US and Global viral charts** last month, seeing placement on Germany Viral 50, UK Viral 50, Netherlands Viral 50 and more. **YouTube** recently featured the young rapper as their **Artist on the Rise**.

Bankrol was recruited to support **Lil Mosey** on his ***Certified Hitmaker European Tour 2020.*** Watch Bankrol Hayden’s European tour leg vlog [HERE](https://www.youtube.com/watch?v=LY2yBvmLz6Y&feature=youtu.be); watch the crowd go wild to his viral hit “Costa Rica” at his Norway tour date [HERE](https://www.instagram.com/p/B8meKUyFHK1/).

The California native heralded “Costa Rica” with an exclusive preview on his hugely influential [Instagram](https://www.instagram.com/p/B4vUe8rleTB/) page, joined by fellow social media sensation/artist Einer Bankz. The track marks the latest in a series of increasingly well-liked singles for Bankrol Hayden, following such viral smashes as “[B.A.N.K.R.O.L.](https://www.youtube.com/watch?v=8mIDCLBQm-A&pbjreload=10),” “[29](https://www.youtube.com/watch?v=ybaISsqERqg),” and “[Brothers (Feat. Luh Kel)](https://www.youtube.com/watch?v=5ezUihQeWso),” the latter now boasting over 70 million worldwide streams thus far.

At just 18 years old, Bankrol Hayden is fast proving a phenomenon, earning fans around the globe with his positive brand of soulful, pop-forward hip-hop. Along with his musical efforts, Bankrol Hayden is also a major digital influencer and entrepreneur with a combined social media reach exceeding 1.5 million, including a tremendously popular [Instagram](https://www.instagram.com/bankrolhayden/) earning over 150,000 likes per post.



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*PHOTO CREDIT AIDAN CULLEN*

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*For additional press assets, please visit his press site* [*HERE*](https://press.atlanticrecords.com/bankrol-hayden/)*.*

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