FOR IMMEDIATE RELEASE

NOVEMBER 18, 2020

**LIL EAZZYY IS “FINALLY RICH”**

**CHICAGO RAPPER CONTINUES TO EXPLODE ON THE SCENE WITH LATEST SINGLE**

**OFF FORTHCOMING *UNDERRATED* PROJECT DUE FRIDAY, NOV 20**

**ACCOMPANIED BY OFFICIAL VISUAL | WATCH** [**HERE**](https://lileazzyy.lnk.to/FinallyRichVideo)

**STREAM “FINALLY RICH”:** [**LILEAZZYY.LNK.TO/FINALLYRICH**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flileazzyy.lnk.to%2FFinallyRich&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Cf3e7a7b088b0415e845d08d88be29dd2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637413152718469146%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=sIMHNA67Qrn8lW%2F81z4%2Bf%2Boidz3vWi5%2FtQlh6YsGAU0%3D&reserved=0)

**ARRIVES ON THE HEELS OF “ACTIVATED”**

**STREAM “ACTIVATED”:** [**LILEAZZYY.LNK.TO/ACTIVATED**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flileazzyy.lnk.to%2FActivated&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7C6d62a4facc42481dad7a08d87c88bf95%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637396274067208500%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=76WI8%2BxuwM%2FG2dHx5yj9ar74n%2Fnblyk7XVMsFzdjPGM%3D&reserved=0)



***This artist has not been officially announced. Please refrain from all mentions of Atlantic Records.***

Chicago rapper announces his debut project *Underrated* with his latest offering “Finally Rich.” The track arrives alongside an official music video directed by J Oak, watch [HERE](https://lileazzyy.lnk.to/FinallyRichVideo). “Finally Rich” is available to stream [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flileazzyy.lnk.to%2FFinallyRich&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Cf3e7a7b088b0415e845d08d88be29dd2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637413152718469146%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=sIMHNA67Qrn8lW%2F81z4%2Bf%2Boidz3vWi5%2FtQlh6YsGAU0%3D&reserved=0) at all streaming services and DSPs. The track proceeds “[Activated](https://lileazzyy.lnk.to/Activated),” which dropped earlier this season alongside its [official video](https://www.youtube.com/watch?v=zENSr0uqAlg).

Sporting an ironclad flow, razor sharp wordplay, spellbinding storytelling, and no shortage of ambition, Chicago rapper Lil Eazzyy motivates by unleashing unapologetic, unfiltered, and undeniable truth. He tells the story of *“a kid who came from selling drugs to doing shit he had no business doing in the matter of a year*.*”* After dropping “Finesse” in 2019, he gained traction with “MIKEAMIRI” and “Handy Mandy.” Throughout 2020, he picked up even more steam via “Listen Up,” “Letter To Tracy,” and “Yerk Attack.” He also posted freestyles on Instagram and hit the studio daily. Around the time of his high school graduation, a freestyled snippet of “Onna Come Up” exploded to the tune of 155K views.

Meeting fan demand head-on, he finished the track, and it would be touted in video montages by top *Fortnite* players such as Chronic Hazard, Cultures, Yusa, Keeny, Fakeify, and more. “Onna Come Up” scaled the Spotify US Viral Chart, breaking him into Rolling Stone’s Breakthrough 25 Chart and into the Spotify Top 25 and Daily Top 100 while claiming real estate on premiere playlists, including the #5 spot on *RapCaviar*, debuting at #2 on *Most Necessary*, and prominent placement on *Get Turnt*, *Radar US*, and more. On Apple Music, he’s recently hit #2 on *The Plug* and #4 on *The New Chicago*. Reaching 1 million streams per week in September 2020, the song has continued to grow steadily, amassing over 20.6M streams in the US to date. The official “[Onna Come Up](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DS3JUizWXdUM&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ce5b3823e6b3e4327e24a08d87c28aaae%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637395861395578846%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=PgQVFL%2FBCB54JTPB7e6iYP0uLf%2BoiLG%2BxCZlSb0qtn0%3D&reserved=0)” video has over 1.5M views on YouTube.

Racking up 15 million streams worldwide in under six months and receiving looks from *RapCaviar*, *HipHopDX*, and more, Lil Eazzyy infuses intensity into a viscerally versatile signature style on a series of singles. Furthermore, his social presence is growing exponentially. Both his Instagram and Spotify follower growth has been doubling week over week, with his Instagram followers sitting at over 150k and Spotify at over 3 million monthly listeners.

**PHOTO CREDIT: thatgoodwork productions**

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