FOR IMMEDIATE RELEASE

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**BIG SCARR ARRIVES WITH *BIG GRIM REAPER***

**MEMPHIS RAPPER UNVEILS HIGHLY ANTICIPATED DEBUT MIXTAPE**

**HIGHLIGHTS INCLUDE ALL THREE HIT “SOICYBOYZ” TRACKS**

**INCLUDING THE NEW “SOICYBOYZ 3 (FEAT. GUCCI MANE, POOH SHIESTY & FOOGIANO)”**

***BIG GRIM REAPER* AVAILABLE NOW VIA THE NEW 1017 AND ATLANTIC RECORDS**



**DOWNLOAD PRESS IMAGES** [**HERE**](https://warnermusicgroup.box.com/s/ungpw17z8q53ihu4b5tgmj1i3y72oe8l)

***“It’s rough out here. What I’m rapping about is what’s going on where I’m from. It’s the slums. It’s the trenches. It’s the hood. It’s tough. It’s real.” – BIG SCARR***

Rising Memphis rapper Big Scarr has announced today’s premiere of his eagerly awaited debut mixtape. [*BIG GRIM REAPER*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbigscarr.lnk.to%2FBigGrimReaper&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668729997%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=PV6W6INy2DgzOZbMQGIDMxU7lo2JHGAyYiPL5lWHCw4%3D&reserved=0) is available now via Gucci Mane’s The New 1017 and Atlantic Records [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbigscarr.lnk.to%2FBigGrimReaper&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668729997%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=PV6W6INy2DgzOZbMQGIDMxU7lo2JHGAyYiPL5lWHCw4%3D&reserved=0).

*BIG GRIM REAPER* includes a series of recent tracks that affirm Big Scarr’s skill with gruff flows, robust rhymes, and dynamic hooks, including the brand-new banger, “Ballin in LA” featuring Gucci Mane and Pooh Shiesty, joined by an official visual streaming now at YouTube [HERE](https://www.youtube.com/watch?v=XcKUeFQ_Fbs&list=PL7Fh35_UJe2uQTPgyXLnSJjOeg80nuiJs&index=5).

*BIG GRIM REAPER* further features such tracks as “[Frozone](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbigscarr.lnk.to%2FFrozone&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668749985%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=iKaByw1y57VetU4HNcFDhRmDoSD8KtKOxuB02xTwpTg%3D&reserved=0),” “[Traphouse](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbigscarr.lnk.to%2FTraphouse&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668749985%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=%2BtC8N%2FNH3XdVEuutxuNzP9Vs5oUbufl6bhf04xg2zwM%3D&reserved=0),” and “[I Would Keep Goin](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbigscarr.lnk.to%2FIWouldKeepGoin&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668759977%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=h2zNvrHWSEMpiYc0MLcF35iZqwdxb5DhkRRip0RbiKI%3D&reserved=0),” as well as the hugely popular trio of “[SoIcyBoyz (Feat. Pooh Shiesty & Foogiano)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DUQBxWpo9H5M&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668759977%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=8PBpK2%2FpZXUEC3EKep0%2B3AAI18y1GggNe3Nywq2xu84%3D&reserved=0),” “[SoIcyBoyz 2 (Feat. Pooh Shiesty, Foogiano & Tay Keith)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D6sTGdtJWgVU&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668769971%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=EZ03C6AMLCpo3zDXkH%2BacItSW%2Bk7YDR8cnqidGCBZ1E%3D&reserved=0),” and the recently released “[SoIcyBoyz 3 (Feat. Gucci Mane, Pooh Shiesty & Foogiano)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbigscarr.lnk.to%2FSoIcyBoyz3&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668769971%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ANB3HhjNAamW0odRwAS4tNXwr4RrCVEkUjYAHd%2Fq0Rw%3D&reserved=0),” all available now for streaming and download now. Together, the three “SoIcyBoyz” tracks have proven global breakthroughs for Big Scarr and his fellow New 1017 labelmates Pooh Shiesty and Foogiano, earning over **50 million** worldwide streams and over **35 million** video views thus far. “SoIcyBoyz 3 (Feat. Gucci Mane, Pooh Shiesty & Foogiano)” dropped last month alongside an official music video that has quickly racked up over 3M views via YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D9kpwEWRY1FU&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668779965%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=zDmzWxtPXAQ452Qu9s2KKi2MYuFZDslcavu9H5OSTOQ%3D&reserved=0). An exclusive line of “SoIcyBoyz 3” merch is available now at the official New 1017 store [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fshop.thenew1017records.com%2F&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668779965%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=E38KXIer0reYy3YcO8C6OGwFZCyhPHMn2vgbOVXOOv8%3D&reserved=0).

[STREAM/DOWNLOAD](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbigscarr.lnk.to%2FSoIcyBoyz3&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668789960%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=87YRwqYc%2FRJrwLPdGgfg6fpyZCDX6Uoimv%2B3AEttTr4%3D&reserved=0) “SOICYBOYZ 3 (FEAT. GUCCI MANE, POOH SHIESTY & FOOGIANO)”

[WATCH](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D9kpwEWRY1FU&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668799953%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=5v31B5YMmMhr2YiHK9Laz3yOlmErXK41quO9gyDkSeY%3D&reserved=0) “SOICYBOYZ 3 (FEAT. GUCCI MANE, POOH SHIESTY & FOOGIANO)”

Big Scarr may carry the marks of life’s trials and tribulations on his face and body, but he emerges from those tragedies triumphantly. In the year since his debut, he’s posted up over **80 million** YouTube views and locked down a deal with Gucci Mane’s The New 1017/Atlantic Records. Now, the Memphis rapper speaks on his life without fear or filter on *Big Grim Reaper*.

His music has generated serious heat since he started to rap with encouragement from a day-one friend. A fiery freestyle powered his first-ever single “Make A Play” - the intense music video has generated over **5 million** YouTube views. Blown away, the icon Gucci Mane signed Big Scarr. Maintaining this momentum, he joined Pooh Shiesty and Foogiano for “SoIcyBoyz” on the blockbuster compilation *Gucci Mane Presents: So Icy Summer*, and later “SoIcyBoyz 2” and “SoIcyBoyz 3.” The project would be plugged by the likes of *Complex*, *UPROXX*, and more. Singles “Endzone,” “Frozone,” “I Would Keep Going,” “Trap House” and “Dead Opps” set the stage for more to come, also earning Big Scarr more than **1.6 million** monthly listeners on Spotify.

By embracing his scars, Big Scarr gives hip-hop one of its realest stories out there.

# # #

BIG SCARR

*BIG GRIM REAPER*

(THE NEW 1017/ATLANTIC)

TRACKLIST

1. Grim Reaper

2. Get It In

3. Poppin

4. Frozone

5. Ballin in LA ft Gucci Mane & Pooh Shiesty

6. Joe Dirt

7. SoIcyBoyz 3 feat. Gucci Mane, Pooh Shiesty, Foogiano & Tay Keith

8. No Ball feat. Baby K

9. Don’t Stop

10. IDL feat. Enchanting

11. Pay Me

12. Traphouse

13. I Would Keep Goin

14. In Color feat. Gucci Mane

15. From The Jump feat. Tay Keith

16. SoIcyBoyz feat. Pooh Shiesty & Foogiano

17. SoIcyBoyz 2 feat. Pooh Shiesty, Foogiano & Tay Keith

# # #

**CONNECT WITH BIG SCARR**

[OFFICIAL WEBSITE](https://www.bigscarrmusic.com/)

[TWITTER](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fbigscarr1818&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668799953%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=unvzQY7bcjvwjs51nPhK1WMGutqqBrsn81TErNJrw9I%3D&reserved=0)

[INSTAGRAM](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fbigscarr&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668809949%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=pZqXb%2B6FBgI4CoYHhctU2qSbuIMKj5BIiXaPpFD7nX8%3D&reserved=0)

[YOUTUBE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fyoutube.com%2Fc%2Fbigscarr&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668809949%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=u%2B%2FjNIybRXWN87XsFQmAWu6V0sB5hOuxZ5o06g8fvkg%3D&reserved=0)

[SOUNDCLOUD](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fbigscarr1818&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7Cc15dedab899a4521278008d8ff63ddac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637540151668819943%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=m25tiIcEnEwaVl6YgJphOF50p47V2VnJnSR%2BJWwnG78%3D&reserved=0)