**COMPTON RAPPER JEHKAI UNVEILS EMOTIVE NEW TRAP CUT**

**“THIS AIN’T THE LIFE” ALONGSIDE OFFICIAL MUSIC VIDEO**

**LABEL DEBUT SINGLE, “**[**FROSTBITE (FEAT. BANKROLL FREDDIE)**](https://jehkai.lnk.to/Frostbite)**,” OUT NOW**

**LISTEN HERE:** [**https://jehkai.lnk.to/ThisAintTheLife**](https://jehkai.lnk.to/ThisAintTheLife)

**WATCH HERE:** [**https://jehkai.lnk.to/ThisAintTheLifeVideo**](https://jehkai.lnk.to/ThisAintTheLifeVideo)



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Compton, CA rapper **Jehkai** has announced today’s premiere of powerful new single “**This Ain’t The Life**,” available now [HERE](https://jehkai.lnk.to/ThisAintTheLife). The emotive trap cut is also joined by an official music video starring Jehkai and streaming now [HERE](https://jehkai.lnk.to/ThisAintTheLifeVideo).

“This Ain’t The Life” sees Jehkai detailing the hardships of growing up in poverty from being homeless to losing loved ones to gang violence.  Produced by **HoodWithAnotha1** (Boosie Badazz, OBN Jay) and JM Productions Worldwide, the track reveals another side to the up-and-coming Compton emcee, with his vocal abilities and meditative bars at the forefront.

Jehkai made his Atlantic Records debut earlier this month with the summer-ready banger, “[Frostbite (Feat. Bankroll Freddie)](https://jehkai.lnk.to/Frostbite),” available now at all DSPs and streaming services [HERE](https://jehkai.lnk.to/Frostbite); an official music video – which features the two rappers flexing their ice, throwing bands, and driving sportscars – is streaming now via YouTube [HERE](https://jehkai.lnk.to/FrostbiteVideo).

Jehkai’s music feels like a tour through his hometown of Compton, CA. The 19-year-old rapper, singer, and artist was born the sixth of eight kids and immediately understood hardship, living in the projects with his grandmother, and eventually in a van. Nevertheless, he immersed himself in music, listening to everyone from Michael Jackson to Tupac to Drake. Jehkai dropped his first independent single, “[The Field](https://distrokid.com/hyperfollow/jehkai1/the-field),” in 2020 and honed his signature style on follow-up “[Glory To God](https://www.youtube.com/watch?v=t06511USN6A),” blending new age street rap, impressive pitch, and vocal acrobatics.

Since then, Jehkai has been steadily building momentum on SoundCloud with his weekly [Free the Pain Preacher Fridays](https://soundcloud.com/jehkai/sets/free-the-pain-preacher-fridays) drops, garnering more than **1.2M** streams with such tracks as “True Colors,” “Steal Me,” “Life Goes On,” “Trenches,” “Dead Homies,” and “Gang Signs.”

“*When you listen to me, I hope you relate and want to hear the next chapter*,” Jehkai says. “*I want you to think. I want you to cry. I want you to feel my pain and maybe, because of it, feel better.*”

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A picture containing person, floor, skating

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