**RISING EMCEE TOKEN BREAKS “CURFEW”**

**WITH HIS FIRST SINGLE OF THE YEAR**

***WATCH OFFICIAL VIDEO*** [***HERE***](https://Tkn.lnk.to/CurfewVideo)



*“More than a freestyle savant, Token showcases some supreme storytelling abilities…” -***XXL**

*“…some of the speediest rhymes this side of a young Busta. He’s already tackled a lifetime of adversity and lived to tell the tale. Not only that, but he’s lived to rap about it in pretty insane fashion. -***COMPLEX**

Fast-spitting freestyle maven, **Token,** who went viral with his freestyle on Sirius XM’s  [Sway in the Morning](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DQfYfrF_mOgQ&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218247625&sdata=qjEkX7WaeMrnYB4cuLjsRyrva8lj6bCmYTcWnVXM9tA%3D&reserved=0), has released his latest track and video “Curfew” via Token LLC. In “Curfew” Token speaks on relationships, at the end asking, “Remind me what it’s like to be young” as he reflects on his faults in love. The track is joined by an official music video, streaming now via YouTube [HERE.](https://Tkn.lnk.to/CurfewVideo)

Token says, “*On the surface this is a cocky song about my new girl, but it really comes from a question I ask myself all the time; “Do I like this girl, or do I just like the feeling she gives me?” The song is about me needing validation from women as a crutch to feel better about myself. The 18-year-old girl in the video reminded me of the youth and innocence I felt I had to give up as I prioritized my career over being a kid.”*

Hailed by [The Boston Globe](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.bostonglobe.com%2Fmagazine%2F2017%2F03%2F01%2Fyou-never-heard-rapper-token-you-will%2FdY2GYlK7X71560snprv9RK%2Fstory.html&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218247625&sdata=3hTGOtoarSf5WOwfezUjr1oWyOQjlzBk50rJB%2B9K1nU%3D&reserved=0) as “hip-hop’s next big star,” Token (Ben Goldberg) has quickly grown from viral rap sensation to acclaimed new artist. The MA-based rapper was introduced to hip-hop early on and by the age of six, began expressing himself through poetry. At 10 years old, Token began putting melody to his lyrics and recorded the poems as raps. What had started out as an outlet of expression soon became his passion.

Token crafted his art posting idiosyncratic rhymes on YouTube, scoring national attention in 2015 when his entry to a rap video contest went viral. “[No Sucka MCs](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DmTXQp3DhtM8&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218257625&sdata=nQUsAnH26vkK3dR5ULf%2Favd0MQw2Y5GtxfMaHkIDOc4%3D&reserved=0)” proved a breakthrough, currently boasting over 5 million views on YouTube.

2016 saw Token achieve even further viral fame with a six-minute-long flawless freestyle on Sirius XM’s influential [Sway in the Morning](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DQfYfrF_mOgQ&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218257625&sdata=hcZoYh2y5aQXTUW%2FcQ1fAYz3fZiFTfvZJn6ndsbtp9E%3D&reserved=0), which XXL dubbed “one of the year's best freestyles, if not one of the best performances ever on Sway's legendary show.” Following that, Token’s first project, [ERASER SHAVINGS](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftokenhiphop.us10.list-manage.com%2Fsubscribe%3Fu%3Df2b057dde906248ff345d938b%26id%3Db9a26180c9&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218267622&sdata=A6VDlb1eJocwbCG8Y09ep17S9GKZtH10%2BFBfhE3Z%2Bog%3D&reserved=0), was released in September and a tour of France and an appearance at the Chorus Festival (with stars like Robert Glasper and the Pharcyde) came shortly after.

A series of increasingly popular singles and collaborations have followed, among them such favorites as “[Doozy](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D4UwH97qI0aM&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218267622&sdata=wR5%2FljTsToRrJXDicnOKdhC1wRLKMNEWvDQbwsia1w4%3D&reserved=0)”, “[Exception](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DzMJ6inmhkYc&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218277611&sdata=%2FzYa%2BIkavbKcMYs9shmx1oSnewC3LR%2FbHPrx4eA6jX4%3D&reserved=0)” and smash, “[Household Name](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DfPA-KOlhVks&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218277611&sdata=Gtt1t9CWdbYKANql5lleOfn3b%2BBCxyhGrD%2BWrbrXvfU%3D&reserved=0).” The latter was featured on his 2018 album [BETWEEN SOMEWHERE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fsmarturl.it%2FBetweenSomewhere&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cf74c2c5f307f4b13c83808d7d4e7c52e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637211964218287611&sdata=tRsa195jDtagQbf9RmtTVdJZTBa5cKJSEj8b03eKgPc%3D&reserved=0), which reached #4 on the iTunes US Hip-Hop chart. Upon release, Token embarked on the 39-date “Between Somewhere” tour across major US cities including New York, Cleveland, Chicago, Los Angeles, Dallas, Atlanta, and then to Europe with stops in France, Germany, Switzerland, Poland and the UK.

Token is already many things to many people. What’s singular is his drive: “I have a lofty goal,” says Token. “I want to make a living off my passion. Music is what helped me get confidence. Music is my time to be invincible. Even though I’m young, my childhood already feels like a different life, because I’m looking back and writing on it. I’m in love with writing and I’m not going to pigeonhole myself.”

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