**BIO**

The story begins in Carson, CA.

Located in the South Bay region of Los Angeles adjacent to Compton, numerous entertainers, musicians, and athletes have walked its streets, ranging from Academy® Award winner Forest Whitaker and Demetrius Shipp, Jr. to GRAMMY® Award-winning R&B legend Brandy, Rass Kass, and TDE recording artist Ab-Soul. Jayson Cash proudly calls this town home. The neighborhood has invariably shaped the rapper and producer as well. The sounds of the summer barbecues, Sunday morning services, and West Coast hip-hop bumping from car subwoofers bleed into his signature style. After garnering millions of streams independently and receiving acclaim from *Lyrical Lemonade* and more, he spins all the memories, lessons, losses, and wins of a life in Carson into honest stories told through authentic rhymes and soulful melodies on a series of singles for Atlantic Records and his recently released full-length debut, *Read The Room*.

“I’ve been through so much in my life, and I’ve seen so much,” he states. “When you’re telling your truth, you don’t run out of things to say. I can sit here and talk to you about anything.”

Growing up with four brothers and two sisters, he spent countless hours in the church where his late grandparents preached. Jayson sang in the choir and taught himself drums. His father played guitar and bass and often spun Ohio Players, The Spinners, or D’Angelo’s *Voodoo* every Saturday morning. *“In our house, we picked Prince over Michael Jackson, because Prince played everything on his first album For You*,*”* he laughs.

He gravitated to hip-hop to impress a girl during second grade. He went from wearing out Ja Rule, Nelly, and LL Cool J cassettes to obsessing over Suga Free, DJ Quik, Dr. Dre, and Snoop Dogg. Meanwhile, he honed his battle rap skills on the block and in the lunchroom. Dad worked at a book distributor and even brought Jayson along to sticker books as his first job.

However, tragedy struck the family when he lost both of his grandparents, an uncle, and an aunt in the span of a year at 16-years-old.

“Losing people close to you forces you to grow up,” he admits. “It’s a different type of pain. My grandparents really inspired me and gave me everything. There are values you learn in church that go past religion. I’ve applied those values to music. By watching my grandpa Bishop preach, I gained so much. When you’re a preacher, it’s not just about what’s being said, but how it’s being said, the timing, and the pitch. To me, that’s what I’m doing in music.”

In between holding down a gig at TSA, he dropped tracks such as “Carson In The House” and hosted local concerts. During December 2017, life twisted and turned again. *“In the wrong place at the wrong time*,*”* he was shot three times. After two weeks in the hospital and months of recovery, he got back on his feet with his *Affiliated* project, including guest appearances by Suga Free, BLXST, and many others. 2021 saw him land a deal with Atlantic Records. He turned up with “Priority” [feat. BLXST], racking up over 2 million streams. *Lyrical Lemonade* raved, *“This joint is just smooth in every sense of the word*.*”* Meanwhile, he delivered a cinematic anthem with the single “All I Know.” Jayson personally laid down the lead synth line. Over this backdrop, he delivers narrative bars before an uplifting and undeniable chorus punctuated by background vocals from PJ and warbling talk box.

“When you hear the record, I want you to feel like you’re in my neighborhood,” he says. “I hope you close your eyes and picture it. The words are intentional. The sounds are intentional. Lyrically, I’m bringing you to where I’m from. Musically, I want it to feel *‘New West Coast’*.”

Speaking of *“New West Coast*,*”* the follow-up single “Top Down” allows fans to hear him flex over a Mustard beat. Meanwhile, he kicks it with Los Angeles underground luminary Dom Kennedy on “HIM.”

“It was a dream to do a record with Dom,” he smiles. “It’s another layer of me. It’s everyday fitted cap, glasses, fly, and smooth. I definitely look up to Dom, and it’s cool to show respect to L.A.”

In the end, Jayson Cash takes a Carson story everyone should hear worldwide.

“I’m human,” he leaves off. “I’m not without flaws. I contradict myself like anybody else does. I make mistakes. When you hear my music, I want you to know I’m just like you. We’re no different. I’m not supposed to be here. I got shot point blank range. It’s not even just that. I’m the preachers’ grandson—I’m not supposed to be rapping. I’m the exception, that’s why what I’m doing is exceptional. I’m just showing up and being who I am. That’s Jayson Cash.”

Jayson Cash has also proven his lyricism on electrifying freestyles for Real 92.3 LA’s Bootleg Kev & DJ Hed, Power 106 Los Angeles’ LA Leakers, the latter has earned 30K+ views via YouTube and sees Cash raping over Jermaine Dupri’s “Money Ain’t A Thang” and Snoop Dogg’s “Still A G Thang.” After being featured on Sway’s Universe Cypher, Cash announced his label signing with Atlantic and premiered his single, “Top Down,” with a Billboard exclusive. With the release of his full-length Atlantic debut*, Read The Room*, Cash continues to lyrically set the tone with single “Selfish Ft. Major Myjah,” produced by Cash’s in-house producers, Tha Eastie Boyz. Jayson aims to carve out his own lane as a standout lyricist and tap back into what he’s recognized for by continuing to drop freestyles across his socials, with recent freestyles done over beats such as Jack Harlow’s “First Class,” Buddy’s “Wait Too Long (Feat. BLXST), and Suga Free’s “I’d Rather Give You My B\*\*\*\*.”

**BOILER**

The sounds of Carson, CA summer barbecues, Sunday morning services, and West Coast hip-hop bumping from car subwoofers bleed into Jayson Cash’s signature style. As a kid, he sang in choir, played drums, and honed his battle rap skills on the block and in the lunchroom. Tragedy struck the family when he lost his preacher grandparents, an uncle, and an aunt in the span of a year at 16-years-old. In between holding down a gig at TSA, he dropped tracks such as “Carson In The House” and hosted local concerts. During December 2017, life twisted and turned again. *“In the wrong place at the wrong time*,*”* he was shot three times. Following two weeks in the hospital and months of recovery, he got back on his feet with his *Affiliated* project, including guest appearances by Suga Free, BLXST, and many others. 2021 saw him land a deal with Atlantic Records, dropping “Priority” [feat. BLXST] and “All I Know.” After garnering millions of streams and receiving acclaim from *Lyrical Lemonade* and more, he spins all the memories, lessons, losses, and wins of life in Carson into honest stories told through authentic rhymes and soulful melodies on a series of singles for Atlantic Record. Jayson Cash has also proven his lyricism on electrifying freestyles for Real 92.3 LA’s Bootleg Kev & DJ Hed, Power 106 Los Angeles’ *LA Leakers,* the latter has earned 30K+ views via YouTube and sees Cash raping over Jermaine Dupri’s “Money Ain’t A Thang” and Snoop Dogg’s “Still A G Thang.” After being featured on Sway’s Universe Cypher, Cash announced his label signing and premiered his first single, “Top Down” with a Billboard exclusive. With the release of his full-length Atlantic debut, *Read The Room*, Cash continues to lyrically set the tone with new single “Selfish Ft. Major Myjah,” produced by Cash’s in-house producers, Tha Eastie Boyz. Jayson aims to carve out his own lane as a standout lyricist and tap back into what he’s recognized for by continuing to drop freestyles on his socials, with recent freestyles of his being done over beats such as Jack Harlow’s “First Class,” Buddy’s “Wait Too Long (Feat. BLXST), and Suga Free’s “I’d Rather Give You My B\*\*\*\*.”