FOR IMMEDIATE RELEASE

JUNE 8, 2021

**GUCCI MANE AND 1017 GLOBAL MUSIC ANNOUNCE**

***SO ICY GANG: THE REUP***

**EAGERLY-AWAITED DELUXE EXTENSION HIGHLIGHTS ADDITIONAL 13 HIT TRACKS FROM**

**GUCCI MANE AND THE ENTIRE 1017 ROSTER INCLUDING**

**BiC FIZZLE, BIG SCARR, ENCHANTING, BIGWALKDOG,**

**HOTBOY WES, POOH SHIESTY, AND FOOGIANO**

***SO ICY GANG: THE REUP* ARRIVES VIA 1017 GLOBAL MUSIC/ATLANTIC RECORDS**

**ON FRIDAY, JUNE 17TH WITH PRE-SAVES AVAILABLE NOW** [**HERE**](https://thenew1017.lnk.to/TheReUp)

  

***“The New 1017 is still going hard in 2022” – HOT NEW HIP HOP***

GRAMMY® Award-nominated, multi-platinum superstar **Gucci Mane** has revealed the eagerly-anticipated arrival of the latest 1017 Global Music compilation. A deluxe extension of 2020’s *SO ICY GANG, VOL. 1*, ***SO ICY GANG: THE REUP***, is due everywhere on Friday, June 17th with pre-saves available now [HERE](https://thenew1017.lnk.to/TheReUp).

The additional 13 tracks include a string of recent hits from Gucci Mane – including “[Publicity Stunt](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DhuyesPYXlcQ&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=0eTi2Z0Gg7cyNIkkKjeM8E8dq8yephtSANQWMdl8knQ%3D&reserved=0)” (which spent 10+ weeks at #1 on YouTube’s trending music videos), “[Serial Killers](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DJzf917KYNH0&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=KOyGfsJpYD%2B3dy9cHAJakwc8SL3RPNztk91VCgoE090%3D&reserved=0),” “[Long Live Dolph](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DaQXV92_1UwM&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Ee%2BMUA3IPmqkXInK6HeFg0jY0IrASiU7p5WOYixORmE%3D&reserved=0),” “[Rumors (Feat. Lil Durk)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DQVn1DGgqBNo&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=%2BSbURcZEkukuhCQiTcztF%2Bl270%2FNz9Z47AAF3qt2i9o%3D&reserved=0)” (still in YouTube’s top 100 US music videos 4 months after release), and “[Blood All On It (Feat. Key Glock & Young Dolph)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DVHmjMDX3xyw&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=c1f2%2FpXHbV0hUHce6xgU8QhgMjxaUquQZBCJyy98D7A%3D&reserved=0),” all of which are boasting a combined **75M** views streaming now at the official Gucci Mane YouTube channel [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fc%2Fguccimane%2Ffeatured&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=v4b3c%2BALS0BCGpTTsGq8okpv1c0cbNDOp7xc9LFMKfI%3D&reserved=0). In addition, *SO ICY GANG: THE REUP* will include features from the entire 1017 Global Music roster, including **BiC Fizzle**, **Big Scarr**, **BigWalkDog**, **Hotboy Wes**, **Enchanting**, **Pooh Shiesty**, and **Foogiano**.

Currently boasting over **4.7B** US streams and counting, 1017 Global Music has unleashed a seemingly endless series of hugely successful releases since its launch, including a long running series of *SO ICY* collections showcasing the booming label’s groundbreaking line-up of rising rap superstars. *SO ICY GANG: THE REUP* arrives as an extension of 2020’s [*SO ICY GANG, VOL. 1*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fguccimane.lnk.to%2FSoIcyGangVol1&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=qZZHpsdfbOPT2sCt5pe6NjT0rOtJE%2F5s%2FIGPSDGhhnM%3D&reserved=0)and follows [*SO ICY CHRISTMAS*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fthenew1017.lnk.to%2FSoIcyChristmas&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=UFBQ6dCUh%2BDTpAlw%2BDTA6mCiu0ojkZwPpKOEp%2BUyc9I%3D&reserved=0), [*SO ICY BOYZ*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fthenew1017.lnk.to%2FSoIcyBoyz&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=MsnslDk0H20iFaxHA20zAuJrH1o5a4c6xUp%2F7%2BNdDmg%3D&reserved=0), and [*GUCCI MANE PRESENTS: SO ICY* SUMMER](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fguccimane.lnk.to%2FSoIcySummer&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=AXFPqXwar6XjYuq2zgycLX8LDqSgiRHxH8qyKPugkcA%3D&reserved=0). The 1017 crew quickly earned major success with Pooh Shiesty, Foogiano, and Big Scarr all dominating *Rolling Stone*’s “Breakthrough 25” chart as the fastest rising artists in recent months. Recent highlights include BiC Fizzle’s “[Turnt Sh\*t](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbicfizzle.lnk.to%2FTurntShit&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=51i3pRJ55m2PhzM6HNOhuFfeDgr7fWIU0Kbvca8vbdQ%3D&reserved=0)” (hailed by ***Pitchfork*** as “the must-hear rap song of the day”), BigWalkDog’s “[Nino](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbigwalkdog.lnk.to%2FNino&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=xZWT9sKfdoccYQb4oPGvqpWGPjf%2FkOVctocSFd58zDg%3D&reserved=0),” and Enchanting’s “[Take It Back](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fenchanting.lnk.to%2FTakeItBack&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ga2jmnhZVjaMB8IeaXroY%2BN41jkAzlMPqksXmErW434%3D&reserved=0),” to name but a few.

*“Scarr hit the ground running after signing, appearing all over 1017 Records compilations and his labelmates' tracks… He has only gone up since”* – **XXL**

*“BigWalkDog's approach is best described as relentless; he finds the pocket of every song he's on and never lets up, and does so with the vigor of a rapper who knows he's meant for this…”* **– XXL**

Last year also saw the arrival of Gucci’s own[*ICE DADDY*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fguccimane.lnk.to%2FIceDaddy&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=G5F50qANUR%2B59igmV%2FeY4%2FMatxzy8Wv0l3ZC8unsWpQ%3D&reserved=0), executive produced by Gucci Mane’s son, Ice Davis, with features from Lil Baby, Lil Uzi Vert, Pooh Shiesty, E-40, 2 Chainz, and more. The album followed 2020’s surprise release of Gucci’s first-ever greatest hits collection, [*TRAP GOD CLASSICS: I AM MY ONLY COMPETITION*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fguccimane.lnk.to%2Ftrapgodclassics&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C60fbed5fe93c49c25be508da480bc4dd%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637901512675045176%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=pbVUm3HRhYOnl61jnrU0sgWUXzxevTunGD5CydHWFOU%3D&reserved=0), a 28-track collection compiling such smashes as the 6x RIAA platinum certified “I Get The Bag (Feat. Migos),” the 3x platinum “Both (Feat. Drake),” and the 5x RIAA platinum certified blockbuster, “Wake Up In The Sky,” alongside Bruno Mars and Kodak Black. Widely regarded as one of the most influential rappers of the past decade, Gucci Mane has more top 10 albums on Billboard’s “Top Rap Albums” chart than any other hip-hop artist in history. Launched in partnership with Atlantic Records, 1017 Global Music showcases Gucci’s platinum certified A&R skills with a roster that includes Foogiano, Pooh Shiesty, Enchanting, Big Scarr, BigWalkDog, Hotboy Wes, and BiC Fizzle.

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