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NOVEMBER 16, 2023

**RISING ARTIST K. COMEDY IS BACK WITH “NEW GENRE”**

[**DOWNLOAD/STREAM**](https://kcomedy.lnk.to/newgenre) **|** [**WATCH HERE**](https://www.youtube.com/watch?v=uY3b1tQSSxs)



[DOWNLOAD HI-RES ARTWORK HERE](https://press.atlanticrecords.com/k-comedy)

Known for his catchy hooks and viral parody rap moments, Mississippi’s own **K. Comedy** returns with **“New Genre,”** out now via Run It Up Records/Music The Label/Atlantic Records. “New Genre” is the first release in a forthcoming string of singles and is accompanied by an official music video directed by Gotti Shot This, watch [HERE.](https://www.youtube.com/watch?v=uY3b1tQSSxs)



Hailing from Hattiesburg, Mississippi, **K. Comedy** has recently exploded onto the scene with breakout single, [**“Hit You With The Blick,”**](https://lnk.to/Kcomedy_hityouwiththeblick) that took TikTok by storm with millions of creates by **Snoop Dog, Lizzo, Erykah Badu**, and more and has amassed nearly 3 Million followers on the platform. K. Comedy followed the single with a [**remix featuring Key Glock and Mac Sauce**](https://www.youtube.com/watch?v=tjj9A0j_7Kk) and an official music video for **“Turn The AC On (Handle That Ahh),”** watch [HERE](https://kcomedy.lnk.to/TurnTheACOnVid).

Having grown up performing in front of his family and participating in every talent show possible, K. Comedy has always felt like music was his outlet and that he was born to do this K. Comedy’s sound is unique with an emphasis on catchy hooks. With a massive online audience under his belt and a record label deal with Atlantic Records, K. Comedy prepares new music for 2023.



*(Photo Credit: Jami Franklin)*

**CONNECT WITH K. COMEDY**

[TikTok](https://www.tiktok.com/@k.comedy_?lang=en) | [YouTube](https://www.youtube.com/watch?v=-mzPMXT8HSM) | [Instagram](https://www.instagram.com/k.comedy_/?hl=en) | [Press Assets](https://press.atlanticrecords.com/k-comedy)

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