**BiC FIZZLE**

You need to read the field in sports and hip-hop. You study the competition, devise a game plan, and strive to win.

Football has ultimately prepared BiC Fizzle for the rap game. He applies all of the drive and determination from his time as a high school star quarterback to surgically precise raps and hard-hitting hooks catalyzed by a diehard work ethic and physical commitment to victory. After generating millions of streams and views independently, landing a deal with Gucci Mane’s The New 1017/Atlantic Records, and scoring looks from *Pitchfork*, *Vibe*, *HotNewHipHop*, and more, nobody will out grind the Arkansas hip-hop rookie.

“You’ve just got to work,” he exclaims. “It’s that simple. If you don’t work hard, you’re not going to win. I’m young, and I don’t rap like everybody else does. If I rap about something, it’s truth. These songs are about how I was living and then Guwop came.”

With his debut mixtape *CLARK STREET BABY* out now, BiC Fizzle stands primed for many more victories. *CLARK STREET BABY* – which shows Fizzle’s hometown pride by taking its title from a street in his native Blytheville, AR – includes 15 new tracks. Highlights include such recent bangers as “Check (Feat. Big Yavo),” along with the energetic new single “**Where U From**,” featuring a sample from Kriss Kross’ iconic 1992 hit, “Jump.” At 19, BiC Fizzle has quickly accumulated over **75M** worldwide streams and more than **40M** YouTube views with such hits as “Servin,” “TrapMania (Feat. Gucci Mane & Cootie),” and “On God (Feat. Gucci Mane & Cootie),” all of which are joined by official visuals now boasting a combined **13.5M** views via YouTube. “Turnt Sh\*t” further highlights Fizzle’s captivating flow and was showcased by ***Pitchfork*** as a “must-hear” rap song.

During his childhood, music offered an escape from a rough and often violent neighborhood with *“the top murder rate in the area*,*”* as he puts it. As the youngest of three kids, he listened to old school classics with his mother in the car and often fell asleep to the likes of Al Green and Adele in addition to studying JAY-Z, YoungBoy NBA, and Kendrick Lamar. Simultaneously, he admired Tom Brady, Patrick Mahomes, and Peyton Manning. Supporting the family, mom worked at a daycare and dad held down a factory job. At the age of eleven, Fizzle cut his first rap in the closet. In between football and school, he recorded music on his phone and posted it to Soundcloud. At the top of 2021, he joined forces with Cootie for “Slidin” and scored numbers online, maintaining his momentum with “Bandit” shortly after.

During practice one day, Cootie pulled up to the field with an urgent phone call for Fizzle…

“I’m in the middle of doing bear crawls, and Cootie’s like, *‘Yo, I’ve got Guwop on the phone. He needs to talk to you’*,” he recalls. “Gucci told me he wanted to sign me and was going to fly me out to Miami. I couldn’t believe it.”

Joining a new team, he linked up with Gucci Mane and Cootie on “TrapMania.” Powered by BiC Fizzle’s incisive flows and a chantable chorus, it quickly surpassed 1 million total streams followed by “On God” [feat. Gucci Mane & Cootie]. However, these records only paved the way for more to come as he continued to sharpen his flow.

“When you hear this music, I hope you love it,” he leaves off. “I work hard everyday in the studio, and I love it. I’m going to have any kind of vibe you want—from hard vibes to chill vibes. I’m just not going to stop.”

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