FOR IMMEDIATE RELEASE

DECEMBER 13, 2023

**RIAA GOLD-CERTIFIED ARTIST BIGWALKDOG RELEASES HIS SECOND MIXTAPE *PLAYOFF* VIA THE NEW 1017/ATLANTIC RECORDS**

**THE MISSISSIPPI RAPPER’S 15-TRACK PROJECT FEATURES APPEARANCES FROM**

**GUCCI MANE, VEEZE, AND MORE**

**ARRIVES ALONGSIDE OFFICIAL VISUAL FOR “FLOCK TOGETHER” FEAT. GUCCI MANE**

**FOLLOW-UP TO WALK’S DEBUT MIXTAPE RELEASED EARLIER THIS YEAR *TRICK CITY***

**MIXTAPE ALSO INCLUDES THE PREVIOUSLY RELEASED TRACK “CROWN ME”**

[**DOWNLOAD/STREAM**](https://bigwalkdog.lnk.to/Playoff) ***PLAYOFF***

[**WATCH/SHARE**](https://bigwalkdog.lnk.to/FlockTogether) **“FLOCK TOGETHER” FEAT. GUCCI MANE**

[**WATCH/SHARE**](https://bigwalkdog.lnk.to/crownmevideo) **“CROWN ME”**



[DOWNLOAD HI-RES ARTWORK](https://warnermusicgroup.box.com/s/u8n8tzabzj6d3wxlzy2ayqhin3nwxy02)

Magnolia State rapper **BigWalkDog** is back with the release of his second mixtape, [***Playoff***](https://bigwalkdog.lnk.to/Playoff). The 15-track mixtape features appearances from **Gucci Mane**, **Veeze**, and more. Playoff also arrives alongside the official visual for “[**Flock Together**](https://bigwalkdog.lnk.to/FlockTogether)” feat. Gucci Mane. Prior to the release of *Playoff*, Walk released the track and visual for “[**Crown Me**](https://bigwalkdog.lnk.to/crownmevideo).” *Playoff* also serves as the follow-up to Walk’s debut mixtape *Trick City*.

“*One of the most promising artists of the New 1017, BigWalkDog*

*boasts a gruff and intense delivery. It’s no surprise Gucci Mane signed him…*

*one of the leaders of a new generation of Southern rappers*

*putting their lives on wax.”* – **AUDIOMACK**

***PLAYOFF* TRACKLIST**

Day In The Life

Cold Blooded

No Limit

On They Neck

Talk To Em feat. Veeze

Multiple and Double

Flock Together feat. Gucci Mane

In The Ghetto

I Promise

Like Tyreek

Freestyle

One Foot feat. NoHeart Shad

A Million

Crown Me

# # #

One of the most hard-hitting and compelling new artists on The New 1017 roster, the Tutwiler, MS born BigWalkDog has unleashed a string of releases that showcase commanding bars and knockout hooks that prove impossible to shake - all spiced with the rapper’s one-of-a-kind brand of Southern gusto. Independent tracks such as “Tyson” and “B.T.D.” soon caught catching the attention of Gucci Mane, who swiftly signed BigWalkDog to his fast-growing The New 1017 label.

A wide span of powerful releases followed, including striking appearances on such The New 1017 label compilations as [*SO ICY BOYZ*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fthenew1017.lnk.to%2FSoIcyBoyz&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C9a62fd5a94a64ca5c14508db30a091dc%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638157238434089144%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=JVeexWEWCc5X6WKNYZZ6OXf4ogkLTbBe1i%2BNrj7iii0%3D&reserved=0) and the recently released [*SO ICY GANG: THE REUP*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fthenew1017.lnk.to%2FTheReUp&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C9a62fd5a94a64ca5c14508db30a091dc%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638157238434089144%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=UiOykKUjxOEXZobMoou4%2FmigmAaI8cItOpAYfcmDufA%3D&reserved=0), all of which drew millions of streams alongside critical acclaim from such media outlets as *REVOLT*, which raved, “*BigWalkDog is quickly becoming one of the bigger faces on the Southern rap scene.*” “*BigWalkDog's approach is best described as relentless,*” agreed *XXL*. “*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.*”

“*Mississippi made me,*” says BigWalkDog, “*but I want BigWalkDog to be for the world. You can take your own feelings from it – whether they’re good or bad. I’m just being honest.*”



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