

For Immediate Release

February 25, 2014

SNOW THA PRODUCT EMBARKS ON FIRST

EVER NATIONAL HEADLINING TOUR;

“F#*K YOUR PLANS (COME KICK IT) TOUR” KICKS OFF

TOMORROW, FEBRUARY 26th IN AUSTIN, TX;



Atlantic recording artist, Snow tha Product, will hit the road Wednesday, February 26th on her North American national headlining tour with support from the Orlando-based rapper Caskey. *The F#*k Your Plans (Come Kick It) Tour*, kicks off on Wednesday, February 26th in Austin, TX and runs through April 12th in Dallas, TX.

*The F#*k Your Plans (Come Kick It) Tour* follows the Latina rapper's support on Rittz and Jarren Benton's *The Life and Times Tour* which commenced at the end of the year. This is Snow's

first ever national headlining tour. Tickets are now available for purchase in each market via <http://www.snowthaproduct.com/tour>. (TOUR ITINERARY ATTACHED)

Snow's latest mixtape, *Good Nights & Bad Mornings 2: The Hangover* was released in October 2013. The 22-track mixtape, which includes Snow's current single, "[*Play*](#)" "*is a thrill ride*," denotes Respect Mag, where Snow "*brings a lot of energy*," as XXL declares.

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Hip Hop has never seen anyone like Snow tha Product. Every rapper says they're different, but Claudia Feliciano boasts a certifiably rare design. She may look like a model, but she raps like a marauder. Consider her the fast-rap progeny of Lauryn Hill, Eminem, and the Big Punisher—a versatile star ready to shatter the glass ceiling faced by Latina rappers.

Snow is the rare total package: she sings and writes catchy hooks like a Top 40 radio killer but raps in both English and Spanish with the ferocity of a microphone fiend. She gained a massive cult following prior to signing a deal with Atlantic Records in 2012 with her "Holy Shit" viral video and her YouTube smash "Drunk Love."

Snow refuses to exploit her sexuality in her songs, instead relying strictly on rap skill and songwriting ability. Her intricate flow and complex wordplay wow fans of lyricism. Her relatable narratives and integrity inspire girls and women without coming off as condescending or preachy. Snow bucked the odds and built her base of "Product Pushas" away from the usual industry hubs of LA, New York, or Atlanta.

Raised by two Mexican-born parents, Snow grew up in San Jose and San Diego and currently calls Texas home. These surroundings led Snow to grind the old-fashioned way. She's gained fans with every one of her half-dozen mixtapes and independent records. She's sold mixtapes one by one on the streets of San Jose and San Diego. She's paid for her own videos and promotional flyers, but has also worked with legends like Tech N9ne, Three Six Mafia's DJ Paul, Lupe Fiasco, and Too Short. XXL hailed her as being "*part of the new wave of female MCs who are turning heads.*"

For more information on Snow Tha Product, please visit <http://snowthaproduct.com>,
<http://facebook.com/snowthaproduct> , <http://twitter.com/snowthaproduct> ,
<http://youtube.com/snowthaproduct> , <http://soundcloud.com/snowthaproduct> , &
<http://instagram.com/snowthaproduct>

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**SNOW THA PRODUCT
“F#*K YOUR PLANS (COME KICK IT) TOUR” DATES**

February 26 – The Thing – Austin, TX
February 27 – Warehouse Live Studio – Houston, TX
February 28 – House of Blues (Parrish) – New Orleans, LA
March 1 – Masquerade – Atlanta, GA
March 2 – Local 506 – Carrboro, NC
March 4 – Barbary – Philadelphia, PA
March 5 – Santos Party House – New York, NY
March 6 – Middle East – Boston, MA
March 7 – Underworld Cabaret – Montreal, QB
March 8 – Wrong Bar – Toronto, ON
March 9 – Grog Shop – Cleveland, OH
March 11 – Blind Pig – Ann Arbor, MI
March 15 – Reggie’s – Chicago, IL
March 16 – Mojoes – Joliet, IL
March 18 – Wooly’s – Des Moines, IA
March 19 – Mad Magician – St. Louis, MO
March 20 – Mojo’s – Columbia, MO
March 21 – Granada – Lawrence, KS
March 22 – Slowdown – Omaha, NE
March 23 – Cervantes’ Other Side – Denver, CO
March 25 – The Complex – Salt Lake City, UT
March 26 – Neurolux – Boise, ID
March 27 – Neumos – Seattle, WA
March 28 – Fortune Sound Club – Vancouver, BC
March 29 – Peter’s Room – Portland, OR
March 30 – Wow Hall – Eugene, OR
April 1 – The New Parish – Oakland, CA
April 2 – Velvet Jones – Santa Barbara, CA
April 3 – Whisky A Go Go – Los Angeles, CA

April 4 - Constellation Room - Santa Ana, CA
April 5 - Porter's Pub - San Diego, CA
April 6 - Pub Rock - Scottsdale, AZ
April 7 - Club Congress - Tucson, AZ
April 8 - The Orpheum - Flagstaff, AZ
April 9 - Sunshine Theater - Albuquerque, NM
April 10 - Tricky Falls - El Paso, TX
April 12 - Trees - Dallas, TX

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