FOR IMMEDIATE RELEASE

SEPTEMBER 28, 2021

**DON TOLIVER’S SOPHOMORE ALBUM *LIFE OF A DON* DUE OCTOBER 8TH**

**WATCH ALBUM TRAILER** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdontoliver.lnk.to%2FLifeOfADonTrailer&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7C7e5fbbefffc14362c0c908d982a2466f%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637684455739593980%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=8HlMipLJdOgsTEm5ujoyLA6aNkyD2IABm6KopWyAUxk%3D&reserved=0)

**PRE-SAVE *LIFE OF A DON*** [**HERE**](https://dontoliver.lnk.to/LifeofaDon)

**“**[**WHAT YOU NEED**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdontoliver.lnk.to%2FWYNVideo&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca6ab2f3f10354424bc3508d9325cf63d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637596197484947014%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=a%2Bg80%2FAJGVrfjLawFFgiCXdKOHUIxq8jMcBAb%2F7pyqU%3D&reserved=0)**” + “**[**DRUGS N HELLA MELODIES**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdontoliver.lnk.to%2FDrugsNHellaMelodiesVid&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca6ab2f3f10354424bc3508d9325cf63d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637596197484937050%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Aa2hUrAnJuuXlt4vj0EHFde9EBTpSHrDX%2FfbQ78%2B9PE%3D&reserved=0)**” OUT NOW**



[DOWNLOAD LIFE OF A DON COVER ART](https://warnermusicgroup.app.box.com/s/rel8a1aq2f2gam0e1a6fmze10t0xz0gm/file/864109418317)

[DOWNLOAD PRESS PHOTOS](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwarnermusicgroup.box.com%2Fs%2Fxbwk04dovv5m120z6elclqwk0pbokcl1&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca6ab2f3f10354424bc3508d9325cf63d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637596197484976880%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=rPRancYnFv8zyJ8AjdfItyhbbSVffEeWk3It28zTl2k%3D&reserved=0) (PC: White Trash Tyler)

Don Toliver announces his sophomore album *LIFE OF A DON* is set for an October 8th release date. Pre-save *LIFE OF A DON* [HERE](https://dontoliver.lnk.to/LifeofaDon). Watch the album trailer [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdontoliver.lnk.to%2FLifeOfADonTrailer&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7C7e5fbbefffc14362c0c908d982a2466f%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637684455739593980%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=8HlMipLJdOgsTEm5ujoyLA6aNkyD2IABm6KopWyAUxk%3D&reserved=0), featuring unreleased track “Xscape.” With his *LIFE OF A DON* headline tour sold out in most cities, Toliver continues his voyage across North America on Wednesday in Detroit, MI. Purchase tickets [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ticketmaster.com%2Fdon-toliver-tickets%2Fartist%2F2733829&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca459914c679044401db108d9666d456b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637653442001785022%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ah7eLS0VaPmPDV%2BRiGq8DjFeHU2AXQ9HigoDXzhzpKo%3D&reserved=0). He recently tapped GRAMMY® Award-winning singer Kali Uchis for “[Drugs N Hella Melodies](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdontoliver.lnk.to%2FDrugsNHellaMelodies&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca6ab2f3f10354424bc3508d9325cf63d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637596197484956966%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=2RCMI7LqIZbYUE%2FXvoigmLrWLk5E9jUyBtCukSu%2F0e0%3D&reserved=0).” Shot in Medellìn, Colombia, the Nabil Elderkin-directed [companion visual](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdontoliver.lnk.to%2FDrugsNHellaMelodiesVid&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca6ab2f3f10354424bc3508d9325cf63d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637596197484956966%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=MCttOy6wJV03YfrDwOWcO9XhtHeGKwKBr5Yd4adfWyY%3D&reserved=0) transmits another head-nodding hook over immersive psychedelic production from LosHendrix [Kehlani, SZA], DJ Dahi [Kendrick Lamar, Childish Gambino], and Dylan Wiggins. It forges on the dynamic story-line from the  initial cinematic Nabil Elderkin directed [visual](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdontoliver.lnk.to%2FWYNVideo&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca6ab2f3f10354424bc3508d9325cf63d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637596197484966925%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=6MYE3TRhkaWs5fjV9puI4R%2BkbLQkLQBrZ4%2BSFi%2B4IEw%3D&reserved=0) for “[What You Need](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdontoliver.lnk.to%2FWhatYouNeed&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca6ab2f3f10354424bc3508d9325cf63d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637596197484966925%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=9kJUnIT8Hd1CJQsfBddNkkklNLZ3i8BN7VbsSDcZrGg%3D&reserved=0).” Distinguished by Apple Music as an Up Next artist and named Rookie of the Year by Spotify’s Rap Caviar, Don Toliver is just getting started.

**REMAINING *LIFE OF A DON* TOUR DATES:**

Wed Sep 29 – Detroit, MI – Fillmore Detroit

Thu Sep 30 – Pittsburgh, PA – Stage AE

Sat Oct 02 – New York, NY – The Rooftop at Pier 17

Sun Oct 03 – Montclair, NJ – Wellmont Theatre

Mon Oct 04 – Boston, MA – House of Blues

Wed Oct 06 – Wallingford, CT – The Dome at Oakdale Theatre

Thu Oct 07 – Philadelphia, PA – Fillmore Philadelphia

Sun Oct 10 – Washington, DC – Echostage

Tue Oct 12 – Raleigh, NC – The Ritz

Wed Oct 13 – Charlotte, NC – Fillmore Charlotte

Fri Oct 15 – Miami, FL – The Oasis

Sun Oct 17 – Atlanta, GA – Coca Cola Roxy

Wed Oct 20 – Houston, TX – Bayou Music Center

Fri Oct 22 – Dallas, TX – The Bomb Factory

Sun Oct 24 – Denver, CO – Fillmore Auditorium

Mon Oct 25 – Salt Lake City, UT – The Complex

Sat Oct 30 – Los Angeles, CA – Palladium

Fri Nov 5 – Houston, TX – Astroworld

Sun Nov 14 – Las Vegas, NV – Day N Vegas

Sun Dec 12 – Los Angeles, CA – Rolling Loud

**PRAISE FOR DON TOLIVER:**

*Don Toliver has established himself as one of hip-hop’s fastest rising stars. He’s a star who will be around for a long time.*

COMPLEX

*One of the biggest breakthrough artists of 2020*

ROLLING STONE

*The Travis Scott protégé has become one of the most promising artists to emerge from Houston.*

HIGHSNOBIETY

*Don Toliver has continued to demonstrate himself as one of hip-hop’s most promising newcomers.*

HYPEBEAST

*There is no replicating a sound this singular. Don proves once again he can enter other artists’ worlds and still leave completely under his own pretense.*

INTERVIEW MAGAZINE

**ABOUT DON TOLIVER:**

If Don Toliver pulled up in a spaceship, nobody would question it. His music might as well be its own solar system with otherworldly hip-hop, smoked-out R&B, ambitious pop, and a little rock in a planetary orbit around the multiplatinum singer, songwriter, and artist. It might seem like he hails from some far away galaxy, but he calls Houston, TX home. Forged in the fires of his hometown, he grinded out a visionary style in underground shows, elevating the post-genre grime and grit of his city into mainstream focus. After the 2018 mixtape *Donny Womack*, he assembled his full-length debut, *Heaven Or Hell*. It claimed spots on mid-year and year-end lists by Complex and XXL, while Rolling Stone championed him among the *10 Biggest Breakthrough Artists of 2020*. LOSEminem, Nas, and Rico Nasty recruited him for collaborations. Plus, he joined forces with Internet Money, NAV, and Gunna for the triple-platinum banger “Lemonade,” which they also performed on *The Tonight Show Starring Jimmy Fallon*. Within three years, he has gathered billions of streams, scored platinum plaques, and received praise courtesy of everybody from High Snobiety to Interview Magazine. However, it’s all a part of his life—as chronicled on his 2021 second full-length album, *Life Of A DON* [Cactus Jack/Atlantic Records], preceded by “What You Need,” “Drugs N Hella Melodies,” and

**PRESS CONTACT:**

Brittany Bell, [Brittany.Bell@atlanticrecords.com](mailto:Brittany.Bell@atlanticrecords.com)