

**WORL BIO**

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It goes above and beyond music. WORL aims to lift up his community and the world at large.

Hailing from the 4 Seasons Neighborhood in Southeast Atlanta, he casually picked up a microphone during his formative years as a hobby. After the shooting of a friend, he started to take his craft seriously, drumming up buzz with his very first single “Feelings” before eventually unleashing a powerful body of work entitled *Went Broke From Buying Dreams*. Truly kicking it old school, he actually dropped the latter as a physical mixtape—and listeners lined up through the projects to purchase a copy from his apartment.

Simultaneously, he used his budding platform to give back at every chance possible. Launching an initiative he dubbed *“No Child Left Behind*,*”* he hosted holiday events during Easter and Halloween for at-risk and abandoned youth, going on to claim, *“I was left behind, so I don’t want to leave kids in my community behind*.*”*

Captivated by his impressive rhymes and activism, 2 Chainz signed him to T.R.U. (The Real University) in 2019.

Now, WORL’s voice carries through the first single from *Looking Like It Records* entitled “Shoot It Out” [feat. 2 Chainz, WORL, & Hott LockedN].

“If we can get our music across to just one person, they will hopefully feel it in their hearts,” he remarks. “I’m really believing in myself and the people around me. You can hear the pain in my music. It’s real. I’d love it if audiences just want to hear more.”

“WORL is from the projects,” continues 2 Chainz. “Coming from a neighborhood like that, you’d expect a lot of negative imagery, but I like what he does. He’s humble. He doesn’t look like a lot of the guys around. He’s got a story to tell. I met him through one of my homeboys who showed me an interview with WORL. I liked what he was talking about. When he came to my studio, he came by himself. I thought he would pull up with forty people, but he didn’t need anybody. On the first night we met, we recorded together. It’s exciting.”

**BOILER**

Founded by GRAMMY® Award-winning multiplatinum rapper and Atlanta trailblazer 2 Chainz in 2019, T.R.U. (The Real University) provides a home to a rising vanguard of hip-hop talent and posits a platform for personal success as well. In partnership with Atlantic Records, the Atlanta-based label imprint includes flagship artists: Skooly, WORL, Hott LockedN, and Sleepy Rose. The whole crew makes a splash on the label’s first-ever 2019 compilation, *Looking Like It Records*, introduced by singles such as Sleepy Rose’s “Shoot It Out” [feat. 2 Chainz, WORL, & Hott LockedN], 2 Chainz’s “Virgil Discount” [feat. Skooly], and more. Now, the lessons of T.R.U. will ultimately ring out through the culture for a long time to come.