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**T.R.U. OFFICIAL BIO**

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When passed down from one generation to the next, life lessons live on.

The former era props up the latter to excel even further. 2 Chainz architected the ultimate platform for artistic and personal success via his label T.R.U. (The Real University) in partnership with Atlantic Records. Leading by example, the GRAMMY® Award-winning multiplatinum rapper and Atlanta trailblazer formally presents the future vanguard of hip-hop on the label’s first-ever 2019 compilation, *Looking Like It Records*, and upcoming releases by four flagship artists: Skooly, WORL, Hott LockedN, and Sleepy Rose.

For as much as the icon blesses the signings with musical validation, he offers deeper guidance.

“I treat the record label as school with various levels,” he explains. “That’s why we refer to it as *‘The Real University’*. It’s a course you go through. Ever since my mixtape days, I’ve used the acronym T.R.U. It was a school of thought I put in place. It was all about me practicing what I preach, getting comfortable in my own skin, going through ups and downs, and moving forward. Atlantic gave me the opportunity to share my vision. I’ve done so much music, and I’ve been successful. I’d like to pass those lessons to the youth. I’m concentrated on the future, making someone else’s dreams come true and giving them some rich people problems,” he laughs.

The moniker T.R.U. can be traced back to 2011 when 2 Chainz used it in the title of his seminal mixtape, *T.R.U. REALigion*, and first introduced the philosophy in the rhymes. It crystallized for the mainstream on his platinum 2012 GRAMMY® Award-nominated solo debut, *Based on a T.R.U. Story*, and only grew as a phenomenon on a series of key moments in its wake. After eleven mixtapes and five solo albums, he turned his attention towards cementing the label in 2019 and joining forces with Atlantic Records for distribution

“When do I help someone else?” he asks. “The time was right now. I still feel like I have room to grow. I still get geeked about recording. Having the youth around pushes me. I’m good at getting kids who are rough around the edges and shaping their character and talent, showing them the pros and cons of the industry and financial opportunities. This is fun and it’s entertainment, but you can change your life and your family’s.”

This crew makes its first move as a team on *Looking Like It Records*. The title pays homage to late Atlanta luminary Bankroll Fresh who often said *“Looking Like It”* as a signature catchphrase.

2 Chainz provides an answer for the tail end of the statement…

“Bankroll never had a complete answer to the phrase,” he goes on. “Looking like what? It was always a description. It felt like destiny, because I have all of these new kids around and they’re looking like they’re going to be something. They’re about to do something. That’s why I named the project *Looking Like It Records*. It’s a positive message.”

Heralding the oncoming storm, the collective drops “Shoot It Out” as its first single and a scorching statement. Produced by Hitmaka [Drake, A Boogie Wit Da Hoodie], the high-energy anthem packs raw bars in between a hypnotic and hummable hook.

“It adjusts the mood on your face,” promises the label founder. “It’s got the grit and the Atlanta sound I like to talk about. It’s a heavy one with a lot of power.”

They follow it up with 2 Chainz’s “Virgil Discount” [feat. Skooly]. Smooth cadences give way to another hashtaggable chant bound to become a staple.

“I’ve been friends with Virgil Abloh for a long time,” he continues. “He helped me with the covers on my first and second albums. He makes the culture more respectable. This is a feel-good record. When the chorus drops, you can relate to it. This is a tribute to another G.O.A.T.”

In the end, the lessons of T.R.U. will ring out through the culture for a long time to come.

“I encourage people to come through *The Real University*, learn some key things, move on in life, and make some money without depending on anybody or anything,” he leaves off. “On the outside, I want audiences to find at least one artist we have to fall in love with. I know the music is good. It’s urgent. It’s right now. We really don’t see artists do what these kids are doing that much.”

**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.