FOR IMMEDIATE RELEASE

MAY 27TH, 2020

**KEVIN GATES INTRODUCES BRAND NEW TRACK “GRANDMOTHA GRAVE” ALONG WITH OFFICIAL VIDEO**

**WATCH VIDEO** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fkevingates.lnk.to%2FGrandmothaGraveVid&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957501983545&sdata=5M2Y%2FdYyJ7HcsPU%2Fice4f%2BKCixPmUFst%2BnEREjvUR5c%3D&reserved=0)

[***1-800-KEVIN: THE KEVIN GATES HELPLINE***](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fvideo.vice.com%2Fen_us%2Fshow%2Fkevin-gates-help-line&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957501993543&sdata=YmBG2fxLDXpV6vB6RIN2Ku6Ecxn4r%2F5ORDgEkJaQN7c%3D&reserved=0) **WEB SERIES STREAMING NOW VIA VICE** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DzAKhlosS0fo&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502003532&sdata=cdyKDdramA9IiFIbdYbsd2yJB9K6VzXn2elWs8EmHv4%3D&reserved=0)



Multi-platinum recording artist Kevin Gates has announced the release of a lyrical new track, “Grandmotha Grave,” available now via all digital retailers and streaming platforms [HERE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fkevingates.lnk.to%2FGrandmothaGrave&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502013532&sdata=co%2Fvdrzxa6QpFAymDkwpTEpq7s9%2Fw8M5tYLEyP2vabQ%3D&reserved=0). “Grandmotha Grave” arrives with a standout companion visual that showcases Kevin in a number of desolate areas, delivering passionate lyrics over a rich beat; watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fkevingates.lnk.to%2FGrandmothaGraveVid&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502013532&sdata=6dVb9JXGZHqWFdw7vaYKa83fwNu%2BcfB6oOnka50iGJI%3D&reserved=0).

Kevin Gates recently released the video for “[Still Hold Up](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkevingates.lnk.to%2FStillHoldUp&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502023526&sdata=KyghbkhO7Sn4mWkVF2Zrajt8%2FWOSuuNIWwrD1U2kCxg%3D&reserved=0),” a dark reflection of the artist’s life experiences, which has now accumulated over 2.3 MILLION views on YouTube; watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FfGrZUz59DNY&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502033525&sdata=zvIW207kuB4l%2BtRqnxdM4UAsDxS%2BYmI9r%2Fu7UOBJqhM%3D&reserved=0).

Gates’ recent string of new music follows last year’s critically acclaimed blockbuster LP,  [*I’M HIM*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkevingates.lnk.to%2FImHimID&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502033525&sdata=YRh2OFVOtqq%2BBL79Ih5WlGZ6JMldZbJ%2BpksGqj2eH5s%3D&reserved=0), available via Bread Winners Association at all music retailers and streaming services [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkevingates.lnk.to%2FImHimID&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502043520&sdata=WI92oZCyrbO734O4C%2B0ZpnXFpCOojX4E5Z4%2FbS4jeS8%3D&reserved=0). The album proved a sensation upon its September 2019 release, arriving at #1 on both *Billboard*’s “Top R&B/Hip-Hop Albums” and “Digital Albums” charts while also debuting among the top 5 on the overall SoundScan/*Billboard 200* – Gates’ fourth top 10 debut thus far.

 In addition, Gates recently teamed with VICE to launch [1-800-KEVIN: The Kevin Gates Helpline](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fvideo.vice.com%2Fen_us%2Fshow%2Fkevin-gates-help-line&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502053513&sdata=um885m6q6DoFQwMr8yutg77zcHslsCbZPRx39sxtaVk%3D&reserved=0), an inspirational new web series – co-hosted with lifetime best friend OG Boobie Black – offering advice and positivity to fans for everything that life throws at them. [Episode 3](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D8OgSSIGVZeM&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502053513&sdata=YiHCgnAvOgvrIMR26p97g2iWfJIhYhFmsMLKHSZ%2FYPU%3D&reserved=0) arrived earlier this month, following [Episode 2](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DzAKhlosS0fo&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502063509&sdata=ou%2BUpQb8zZd%2B5dan3tmv05fACucLrOYW1kZMezeaIFw%3D&reserved=0) – entitled “Mystery Smells and Shady Jobs” – which premiered shortly before and is streaming now [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DzAKhlosS0fo&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502073510&sdata=hrlLAlpBjeXie6IrQAPJI21Sr34m2aL7I9M96udRmas%3D&reserved=0).

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*I’M HIM* marked Gates’ first official album release in more than three years, following 2016’s now-classic debut, *ISLAH*. Despite his legal challenges and incarceration circumstances over the past three years, the Baton Rouge-raised emcee hasn’t stopped delivering heavy-hitting music to his fans, including *BY ANY MEANS 2*, *CHAINED TO THE CITY*, *LUCA BRASI 3* and latest *ONLY THE GENERALS GON UNDERSTAND*. The six-track project – which includes such acclaimed singles as “[Big Gangsta](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DGoGAR9wYZyU&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502073510&sdata=GyNBtJylm69vLm5%2FmCnYFhep38pnT9zLbpG%2BFF6iGnU%3D&reserved=0)” and “[#Yukatán](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DtABiRRswx1o&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502083507&sdata=%2FFoGmfrJrII30%2BUTd7GsQpm9g1xfGtJjgXcpKmKhmZc%3D&reserved=0)” – fast proved another smash for Gates.

*ISLAH* affirmed Kevin Gates as one of hip-hop’s greatest new stars, second only to Drake as the best-selling hip-hop artist of 2016. One of the rare major hip hop releases to contain no featured artists, the album made an incredible chart debut upon its January 2016 arrival, entering Billboard’s “Top Rap Albums” chart at #1 while also coming in at #2 on the SoundScan/Billboard 200 with sales in excess of 110,000 – Gates’ biggest sales week to date. ISLAH of course includes a pair of smashes in the 3x platinum certified “Really Really” and the 4x platinum, top 20 blockbuster, “2 Phones,” the latter of which ascended to #17 on Billboard’s overall “Hot 100” – Gates’ highest charting mainstream single to date. What’s more, Gates’ distinctive accompanying visuals saw him ranked by the New York Times as the #5 most-watched artist on YouTube in the US between January 2016 and April 2017. Indeed, “[Really Really](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DpR0VsbyZxWg&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502093498&sdata=eP0TyxIan3kpuxGO%2Bm3ujt0mMZLrqqStel0YqWYQBKw%3D&reserved=0)” has drawn more than *239 million* views thus far, while “[2 Phones](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DoiY_iKSpWLM&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502093498&sdata=gkRbO%2FT%2BrQ4RVFrXlm1YdMbduW9IDfAkp6178gwcrso%3D&reserved=0)” has earned a remarkable *289 million* views and counting via YouTube alone.

***FOR MORE ON KEVIN GATES***

[WEBSITE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.kvngates.com&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502103496&sdata=1GZMdeFXP9SATnPBLFOXIm6qlkR0RkRog0rFoIOKSO4%3D&reserved=0) // [INSTAGRAM](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fiamkevingates%2F&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502113491&sdata=ueXRH12NWRsw%2F%2FHk6MVGdo%2B235TNou3nviuELYYeG2w%3D&reserved=0) // [TWITTER](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fiamkevingates&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502113491&sdata=7S2D7nQg3AGd%2FSPDN4M05hCUhMiBcKL%2BOkG8VRIvl1Y%3D&reserved=0) // [YOUTUBE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCj2GTFekdV3EUsTVN8oaEqA&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502123486&sdata=OFS5JAGvQqAl7U5I2uy4KpkrQGnZcfV9IydvqVmf9zQ%3D&reserved=0) // [OFFICIAL BWA](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.officialbwa.com%2F&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C49808f552fb5451c387708d8025fbd38%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637261957502123486&sdata=CgFzbizJnBE1hzwpSd%2BqvnW%2FDfKllVrSpi%2Fj%2BZsDQfQ%3D&reserved=0)