FOR IMMEDIATE RELEASE

SEPTEMBER 24, 2021

**YOUNGBOY NEVER BROKE AGAIN RETURNS WITH *SINCERELY, KENTRELL***

**EAGERLY AWAITED NEW ALBUM INCLUDES SUCH MULTI-MILLION STREAMING HITS AS**

**“LIFE SUPPORT,” “ON MY SIDE,” “NEVADA,” “TOXIC PUNK,” AND “WHITE TEETH”**

[***SINCERELY, KENTRELL***](https://youngboy.lnk.to/sincerelykentrell)**AVAILABLE EVERYWHERE NOW**

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Chart-topping, multi-platinum rap superstar **YoungBoy Never Broke Again** is back with today’s arrival of his hugely anticipated new album. [***SINCERELY, KENTRELL***](https://youngboy.lnk.to/sincerelykentrell) is available everywhere now via Never Broke Again, LLC/Atlantic Records.

*SINCERELY, KENTRELL* serves as a testament to YoungBoy’s remarkable talent and versatility, showcasing the Baton Rouge, LA-native’s true heart and soul over 21 featureless tracks. The album sees YoungBoy joined in the studio by a number of longtime collaborators and rising new producers, including Dubba-AA, Mike Laury, TnTXD & Dmac, Smashdavid (Big Sean, Chris Brown, Khalid, Bad Bunny), MikeWillMadeIt (Kendrick Lamar, Rae Sremmurd, Eminem, Beyonce), and TayTayMadeIt (Roddy Ricch, Swae Lee, Jack Harlow).

*SINCERELY, KENTRELL* is already shaping up as a milestone release, ascending to #2 on Apple Music’s “Top Albums” over the past two weeks based on pre-orders alone. The album – which follows six consecutive top 10 releases for YoungBoy, with three of the past five (2019’s *AI YOUNGBOY 2* and 2020’s *38 BABY 2* and *TOP*) all debuting at #1 on the overall SoundScan/*Billboard 200*– includes such recently releases singles as “[On My Side](https://www.youtube.com/watch?v=NEu-cJSGvXk),” “[Life Support](https://www.youtube.com/watch?v=Z9AnasYjtvg),” “[Nevada](https://www.youtube.com/watch?v=JfGnwcf5Lt0),” “[Toxic Punk](https://www.youtube.com/watch?v=q5Cq_bNbZjM),” and “[White Teeth](https://youngboy.lnk.to/WhiteTeethID),” all of which have already earned more than **124M** cumulative streams in the US alone.

Tonight at 4pm PT, YoungBoy’sengineer, Jason “Cheese” Goldberg, will host an album playback and pre-recorded interview with YoungBoy Never Broke Again on [Twitch](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.twitch.tv%2Famazonmusic&data=04%7C01%7CDeborah.Coker%40atlanticrecords.com%7C83bcfec87dfb4a83671308d97eeaebd5%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637680369723583579%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=fb1ERsuUCW9VlJCjT1WZIJ02plyeqI6gtqdQIrSStSY%3D&reserved=0). Cheese will play the album in full and answer fan questions about the recording sessions.

2021 has already seen YoungBoy making history with his wildly popular YouTube channel reaching more than **8.5B** individual views – *surpassing the total population of Planet Earth by almost 1B*. The new year kicked off with “[Nevada](https://www.youtube.com/watch?v=JfGnwcf5Lt0),” which fast proved a fan favorite as well as a TikTok sensation featured in thousands of user-created videos. “[Toxic Punk](https://www.youtube.com/watch?v=q5Cq_bNbZjM)” followed, earning immediate critical praise from the likes of [*Billboard*](https://www.billboard.com/articles/columns/hip-hop/9521453/youngboy-never-broke-again-toxic-punk-single), which raved, “*The Baton Rouge MC contemplates drugs' toxic effects on his life over a guitar-driven trap melody.*” “*YoungBoy Never Broke Again continues to display why he's one of hip-hop's most versatile artists with the release of his new song ‘Toxic Punk,’*” declared [*Yahoo!*](https://sports.yahoo.com/youngboy-never-broke-again-releases-162122186.html), “*The Baton Rouge native creates a melody that feels inspired by pop-rock hits. Skillfully riding the DJ Trebble, Dmac, and TnTXD-produced instrumental, he uses his time to touch on the dark themes that permeate his music.*”

“[White Teeth](https://youngboy.lnk.to/WhiteTeethID)” dropped in the spring, joined by an official music video which earned close to 1M views within its first 12 hours online and currently boasts close to **21.5M** individual views via his massively popular YouTube channel [HERE](https://www.youtube.com/watch?v=V2GhUGSOhEc). Like its predecessor, the track was met by praise from such high profile media outlets as [*Revolt*](https://www.revolt.tv/new-music/2021/5/14/22436352/youngboy-never-broke-again-white-teeth-video), which hailed the track as, “*a TayTayMadeIt-produced effort that keeps with the rags-to-riches subject matter that (YoungBoy’s) become popular for.*”

“[Life Support](https://www.youtube.com/watch?v=Z9AnasYjtvg)” hit earlier this month joined by an official video which instantly ascended to the #2 spot on YouTube’s “Trending” chart and has now received more than **8.5M** views [HERE](https://www.youtube.com/watch?v=Z9AnasYjtvg). “*The lyrics of ‘Life Support’ weave a tale of survival*,” enthused [*Complex*](https://www.complex.com/music/youngboy-never-broke-again-life-support-video-stream), “*with YoungBoy crooning through heavy topics like taking his grandmother to chemo, discussing how his pain keeps him going, and how he feels like he’s living on life support; one move away from getting the chord pulled.*”

“[On My Side](http://youngboy.lnk.to/OnMySideVideo)” was released last week and currently sits at #4 on YouTube’s “Trending” chart. The track was teased via Instagram in February and since its release last Friday it has amassed over **3.5M** YouTube as well as critical praise from [XXL](https://www.xxlmag.com/best-new-songs-lil-nas-x-lakeyah-d-smoke/), [Complex](https://www.complex.com/music/best-new-music-this-week-lil-nas-x-kehlani-majid-jordan/nba-youngboy-on-my-side), [Revolt](https://www.revolt.tv/new-music/2021/9/17/22678847/youngboy-never-broke-again-on-my-side-song) and more.

With 76 total RIAA certifications and over 72.5M certified units under his belt thus far, YoungBoy Never Broke Again is without question among the landmark hip-hop artists of this or any era. 2020 and 2021 have both seen him become America’s #1 most video on demand streamed artist of any genre. His second studio Album, *TOP*, is officially platinum certified after an explosive debut at #1 on the SoundScan/*Billboard 200* upon its September 2020 release. YoungBoy was also last year’s #3 most audio on demand streamed artist industrywide and is currently #5 for 2021 thus far. Currently incarcerated with no bond at St. Martin Parish Jail in St. Martinville, LA, YoungBoy marked today’s release of *SINCERELY, KENTRELL* with a handwritten letter to his fans around the world. Indeed, the iconic star has fostered an intimate and personal relationship with his devoted audience, many of whom recently united to create an official Change.org [petition](https://www.change.org/p/president-joe-biden-freeing-nba-youngboy?utm_content=cl_sharecopy_30753649_en-US%3A4&recruiter=1227054274&utm_source=share_petition&utm_medium=copylink&utm_campaign=tap_basic_share) asking President Joe Biden to grant his much-deserved release.

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ARIANA.WHITE@ATLANTICRECORDS.COM