**SK8 ANNOUNCES JOINT VENTURE DEAL WITH ART@WAR/ATLANTIC RECORDS**

***TAYLOR GANG AFFILIATE ALSO RELEASES “OMME” VIDEO FEATURING WIZ KHALIFA***

[**WATCH HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsk8.lnk.to%2FOmmeVideoPR&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940136008&sdata=JjWHT3YrDg9LzqImjh9itSpCsO%2BrUEbjRSSIFkxaK2o%3D&reserved=0)



Earlier this morning, Omaha, NE born rap-singer **SK8** announced via [***Billboard***](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.billboard.com%2Farticles%2Fcolumns%2Fhip-hop%2F8543086%2Fsk8-signs-atlantic-records-omme-video&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940146007&sdata=w3MhvqAJ1fZ3lbQ%2FV2tqxTeCViOZain9Jk1cO%2FOMZDI%3D&reserved=0)*,* his new joint venture label deal with his own **Alignment Records** and **Art@War/Atlantic Records**. To celebrate the news, the Taylor Gang affiliate releases the visual for “Omme” featuring Grammy-nominated, multi-platinum rap superstar and Taylor Gang boss **Wiz Khalifa**. [**WATCH HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsk8.lnk.to%2FOmmeVideoPR&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940155998&sdata=tJUKSWKyDf392H%2FRfw3VS8KQ83ttvGtUY3N%2BGfvCwqw%3D&reserved=0).

*“Wiz is my bro, so whenever we link up it’s a good time. We work really well creatively and I think that had an impact on how effortlessly the video came together.”*

**- SK8 on working with Wiz Khalifa**

*“Making ‘Omme’ with SK8 was fun because he has vision. Plus he’s Taylor Gang, so that’s family. The video came together and felt right from the beginning to end. I’m super happy that the fans get to see it.”*

**- Wiz Khalifa on SK8**

*"I had done the independent run for a while and things started to get overwhelming on the business side so I decided it was time to start my own label and partner up with somebody that believed in me; someone who saw the same vision that I’ve always seen in myself, and could help me accomplish my goals.  So I started Alignment Records and partnered with James McMillian’s Art@War and after making my rounds to the major labels, I found myself in an office with the head executives at Atlantic.  The energy in the building was high and so was the bag.”*

**- SK8 on his joint venture with James McMillian’s Art@War & Atlantic Records**

*“Sk8 has been organically building a following for years. He has a unique voice that I believe has the potential to put his hometown, Omaha, Nebraska, on the map.  The entire Art@War team is extremely enthusiastic about helping introduce his talents to the world.”*

**- James McMillian, Chairman of Art@War**

SK8’s latest visual follows previous accompanying videos for singles [**“Private Party (feat. 24hrs)”**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DZcptA1sSyHs&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940165987&sdata=dItbjCjGxC9VqZdkGDX91Qf3PSE6EEN32JqAqRjoSU0%3D&reserved=0)and [**“Mood (feat. YK Osiris),”**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsk8.lnk.to%2FMoodVideo&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940175987&sdata=FV3%2F7oWorzcqVswEeeEjryjRA38xuvefS3mNA8pDqoo%3D&reserved=0) all of which will make an appearance on his highly-anticipated, forthcoming project ***SK8 SOUNDZ*** via **Alignment/Art@War/Atlantic Records**.

**\*PRESS IMAGE\***

*Photo Credit: Gabe Shaddow*

[**DOWNLOAD HIGH-RES IMAGES HERE**](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fpress.atlanticrecords.com%2Fsk8%2F&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940175987&sdata=h22Nojzi0QElmWdG7zPsJ0buxCN0an42e3seK7dLv%2Fg%3D&reserved=0)



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[**Instagram**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fskatemaloley%2F%3Fhl%3Den&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940185984&sdata=xtAeGVkit%2FNnfSx6J1vUbnnvQllJTHi%2FAZvCkcOhh7E%3D&reserved=0) **|** [**Twitter**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fskatemaloley%3Flang%3Den&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940195983&sdata=rIAbWqHYXfH%2FKqaIJHqwg1xd4Kdc8CPYjY9Xsf2u3wY%3D&reserved=0) **|** [**Facebook**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FSK8%2F&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940195983&sdata=0kxVdBndgEUd1hFuTlPZ4vP0LhauxfEjgWFh503sZfM%3D&reserved=0) **|** [**YouTube**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCaj_A_xOWgxwEkgsbe961og&data=02%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cedb2eb5f17614f6ffd3e08d7646386c7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637088250940205973&sdata=K6DwJr11a00W2RfJGSQ2PHpkl1tL3szwEh20NsCXJT0%3D&reserved=0)

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