FOR IMMEDIATE RELEASE

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**YOUNGBOY NEVER BROKE AGAIN IS BACK WITH *COLORS***

**MULTI-PLATINUM RAP SUPERSTAR FOLLOWS LAST YEAR’S #1 *SINCERELY, KENTRELL***

 **WITH BRAND NEW MIXTAPE**

**HIGHLIGHTS INCLUDE SUCH MULTI-MILLION STREAMING HITS AS**

**“EMO ROCKSTAR,” “FISH SCALE,” “FOOLISH FIGURE,” “EMO LOVE,” “BRING THE HOOK”**

**AND THE #1 TRENDING “KNOW LIKE I KNOW”**

**THE OFFICIAL VIDEO FOR “BRING IT ON” IS OUT TODAY** [**HERE**](https://youtu.be/vd5Pm48-jFs)

***COLORS* DROPS TODAY AT ALL DSPS AND STREAMING SERVICES**

 

([DOWNLOAD](https://warnermusicgroup.app.box.com/s/xoybegh82pzjdohc0o7a2kt5qrfkvs2k) HI-RES ARTWORK)

Multi-platinum certified rap superstar **YoungBoy Never Broke Again** has shared a brand new mixtape. ***COLORS*** is available everywhere now via Never Broke Again, LLC/Atlantic Records [HERE](https://youngboy.lnk.to/colors).

*COLORS* – which follows last year’s chart-topping, RIAA gold certified album, *SINCERELY, KENTRELL* – includes an array of recent hit tracks, including “[Emo Rockstar](https://www.youtube.com/watch?v=e14yTAdhTdY),” “[Fish Scale](https://www.youtube.com/watch?v=jR4AG5LdKYE),” “[Foolish Figure](https://www.youtube.com/watch?v=ERZJm1Bv6d8),” “[Emo Love](https://www.youtube.com/watch?v=Q2MjSpA13kY),” “[Bring The Hook](https://www.youtube.com/watch?v=17PF-ejwVJ0),” “[Know Like I know](https://youtu.be/NxrMgE_Bdlc)” and “[Bring It On](https://youtu.be/vd5Pm48-jFs)” all now available at DSPs and streaming services everywhere.

“Emo Rockstar” dropped last month alongside an official music video, now with over 12M individual views via YouTube [HERE](https://www.youtube.com/watch?v=e14yTAdhTdY). “*YoungBoy takes on the persona of a rock and roll frontman,*” wrote The FADER, “*enlisting a drummer, slinging a guitar around his shoulder, and wielding a mic. Occasionally, he even wears facepaint. But despite what the song title implies, it's not a total sonic overhaul: ‘Emo Rockstar’ has the kind of guitar-driven beat that's very in vogue with rappers right now, with YoungBoy trying his hand with it most recently on ‘Toxic Punk.’*”

2022 kicked off with the premiere of “Fish Scale,” accompanied by an official music video (streaming [HERE](https://www.youtube.com/watch?v=jR4AG5LdKYE)) which currently stands at #6 on YouTube’s “Trending 20” with over 12M views thus far. “Foolish Figure” followed, with its official video earning over 3M views [HERE](https://www.youtube.com/watch?v=ERZJm1Bv6d8). “Emo Love” dropped just one day later, joined by an inventive Claymation video approaching 2M views [HERE](https://www.youtube.com/watch?v=Q2MjSpA13kY). “Bring The Hook” dropped next, its official audio quickly rising to #1 on YouTube’s “Trending 20” with over 6M views to date [HERE](https://www.youtube.com/watch?v=17PF-ejwVJ0). “Know Like I Know” marked YoungBoy's final drop before the release of the mixtape. Currently trending at #1, its official audio boasts over 3M views and is available [HERE](https://youtu.be/NxrMgE_Bdlc).

*SINCERELY, KENTRELL* made a triumphant chart debut upon its October 2021 release, entering the overall SoundScan/*Billboard 200* at #1 with cumulative sales exceeding 137K – YoungBoy’s biggest sales week to date and fourth #1 project in less than two years. Furthermore, the album instantly debuted at #1 on both Apple Music’s “Top Albums” and iTunes’ “US Albums” charts while also being added to more than 55 top playlists across all major streaming platforms. The RIAA gold certified *SINCERELY, KENTRELL* is available everywhere now via Never Broke Again, LLC/Atlantic Records [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoungboy.lnk.to%2Fsincerelykentrell&data=04%7C01%7CDeborah.Coker%40atlanticrecords.com%7Cb1b5c6a2090d4f1370bf08d987551c32%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637689621884920398%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=xGhhLCZieIItsv47ydAWIjue8WLwBlsRRy6Vkb8lINA%3D&reserved=0).

Hailed by *Lyrical Lemonade* as “*a certified masterpiece*,” *SINCERELY, KENTRELL* follows a stunning *six* consecutive top 10 releases for YoungBoy, with three of the past five all debuting at #1 on the overall SoundScan/*Billboard 200*. All three of those chart-topping collections – including 2019’s [*AI YOUNGBOY 2*](https://store.warnermusic.com/atlantic-records/artists/youngboy-never-broke-again/al-youngboy-2-vinyl.html) and 2020’s [*38 BABY 2*](https://store.warnermusic.com/atlantic-records/artists/youngboy-never-broke-again/38-baby-2-vinyl.html) and [*TOP*](https://store.warnermusic.com/atlantic-records/artists/youngboy-never-broke-again/top-vinyl.html) – will be available on limited edition vinyl for the first time ever beginning Friday, January 28th; pre-orders are available now [HERE](https://store.warnermusic.com/atlantic-records/artists/youngboy-never-broke-again.html).

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