FOR IMMEDIATE RELEASE

AUGUST 18, 2020

**BANKROL HAYDEN GOT GUCCI LIPSTICK FOR HIS “RICH BITCH”**

**MODESTO, CA RAPPER UNVEILS CINEMATIC VISUAL TO HIS BREAKOUT SINGLE “RICH BITCH”**

**WATCH “RICH BITCH”** [**HERE**](https://www.youtube.com/watch?v=vZTIvfaMZXc&feature=youtu.be&src=Linkfire&lId=9e653c84-8d8c-43bc-80f6-8fa704c7f78c&cId=d3d58fd7-4c47-11e6-9fd0-066c3e7a8751)

**ON THE HEELS OF HIS DEBUT MIXTAPE** [***PAIN IS TEMPORARY***](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FPainisTemporary&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C58f8b09d523543114f1708d81960326a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637287248234128976&sdata=vKK9X4RlYoPyk6m4%2BdocBgKhsUYTSAl9BB2bwAaAP70%3D&reserved=0)

***PAIN IS TEMPORARY* INCLUDES THE VIRAL HIT “**[**COSTA RICA**](https://bankrol.lnk.to/CostaRica)**” WITH OVER 130M COMBINED STREAMS**

**WATCH OFFICIAL VIDEO** [**HERE**](https://bankrol.lnk.to/CostaRicaVideo)



*FOR PRESS ASSETS, VISIT HIS PRESS SITE* [*HERE*](https://press.atlanticrecords.com/bankrol-hayden/)*.*

*Nothing will stop the momentum of Bankrol Hayden. –* ***THE SOURCE***

*At 18 years old, Bankrol Hayden has already cemented his name in the rap game. –* ***FLAUNT***

Atlantic recording artist Bankrol Hayden takes you to the Hollywood hills in his latest visual for “Rich Bitch.” The breakout single from his debut mixtape, [*Pain is Temporary*](https://bankrol.lnk.to/PainisTemporary), the track has already accumulated over 40 million combined streams. Riding on the momentum of its success, Bankrol Hayden teams up with Nicholas Jandora to give you the cinematic “Rich Bitch,” available to stream via YouTube [HERE](https://www.youtube.com/watch?v=vZTIvfaMZXc&feature=youtu.be&src=Linkfire&lId=9e653c84-8d8c-43bc-80f6-8fa704c7f78c&cId=d3d58fd7-4c47-11e6-9fd0-066c3e7a8751).

Released in June, [*Pain is Temporary*](https://bankrol.lnk.to/PainisTemporary) includes lauded features from the likes of Polo G, Lil Baby, The Kid LAROI and Luh Kel. *Pain Is Temporary* includes his viral hit “[Costa Rica](https://bankrol.lnk.to/CostaRica),” which recently amassed over 130 million combined streams alongside it’s official [music video](https://www.youtube.com/channel/UCRX-y2lEXKBkLruYlhyk7DA), which has over 17 million views. The “[Costa Rica ft. The Kid LAROI](https://bankrol.lnk.to/CostaRicaRemix)” remix is also featured on the Modesto, CA-native’s debut mixtape. *Pain Is Temporary* was met with critical acclaim upon its release, with [Hot New Hip Hop](https://nam04.safelinks.protection.outlook.com/?url=https:%2F%2Fwww.hotnewhiphop.com%2Fbankrol-hayden-drops-off-pain-is-temporary-ft-lil-baby-polo-g-and-more-new-mixtape.120496.html%23:~:text%3DUp-and-comer%2520Bankrol%2520Hayden%2CKid%2520LAROI%252C%2520and%2520Luh%2520Kel.%26text%3DHowever%252C%2520as%2520the%2520title%2520indicates%2Cuse%2520his%2520music%2520to%2520heal.&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Ce1ae9f4237f84f3b326e08d81c495d42%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637290448811270894&sdata=WBzZPI1HZyBNsctk2sI0tFljV15Hd9HCI1I6UvW9gsM%3D&reserved=0) noting “Bankrol Hayden is further solidifying himself as one of the next artists to blow up with his debut project, *Pain Is Temporary*.” The incredible mixtape caught the attention of [HipHopDX](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhiphopdx.com%2Fnews%2Fid.56565%2Ftitle.bankrol-hayden-is-the-next-gen-post-malone&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Ce1ae9f4237f84f3b326e08d81c495d42%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637290448811250901&sdata=mNQsUw6MPv%2FyYDBny4L1GV%2FEz5bsC4o5wLBLfXvCKfc%3D&reserved=0), who commented “There is something to be said for a combination of infectious music and a great story. California native Bankrol Hayden possesses both.” [UPROXX](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fuproxx.com%2Fmusic%2Fbest-new-hip-hop-albums-this-week-june-26-2020%2F&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Ce1ae9f4237f84f3b326e08d81c495d42%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637290448811290887&sdata=m3dgcCtOFsrrsk3xkkF%2BhB6Od1aohcqF0Moyh5rlSSI%3D&reserved=0) also included in their roundup of the best hip-hop albums out that week.

Bankrol Hayden has seen incredible streaming success and has been featured on Spotify’s premiere rap playlist **Rap Caviar** *(13.2m followers)* as well as **Teen Party** (*4m followers*), **Most Necessary** (*2.4m followers*), **Pop Rising** (*2m followers*) and more. He’s also been featured on popular Apple Music playlists including **The Plug, Hip-Hop Hits,** **New Fire** and **The New Bay.** **YouTube** recently featured the young rapper as their **Artist on the Rise**.

Bankrol was recruited to support **Lil Mosey** on his ***Certified Hitmaker European Tour 2020.*** Watch Bankrol Hayden’s European tour leg vlog [HERE](https://www.youtube.com/watch?v=LY2yBvmLz6Y&feature=youtu.be); watch the crowd go wild to his viral hit “Costa Rica” at his Norway tour date [HERE](https://www.instagram.com/p/B8meKUyFHK1/).

The California native heralded “Costa Rica” with an exclusive preview on his hugely influential [Instagram](https://www.instagram.com/p/B4vUe8rleTB/) page, joined by fellow social media sensation/artist Einer Bankz. The track marks the latest in a series of increasingly well-liked singles for Bankrol Hayden, following such viral smashes as “[B.A.N.K.R.O.L.](https://www.youtube.com/watch?v=8mIDCLBQm-A&pbjreload=10),” “[29](https://www.youtube.com/watch?v=ybaISsqERqg),” and “[Brothers (Feat. Luh Kel)](https://www.youtube.com/watch?v=5ezUihQeWso),” the latter now boasting over 100 million worldwide streams thus far.

At just 18 years old, and recently graduating from high school in the midst of the pandemic, Bankrol Hayden is fast proving to be a phenomenon, earning fans around the globe with his positive brand of soulful, pop-forward hip-hop. Along with his musical efforts, Bankrol Hayden is also a major digital influencer and entrepreneur with a combined social media reach exceeding 1.5 million, including a tremendously popular [Instagram](https://www.instagram.com/bankrolhayden/) earning over 150,000 likes per post.



*DOWNLOAD HIGH RES PRESS PHOTO* [*HERE*](https://press.atlanticrecords.com/bankrol-hayden/)

*PHOTO CREDIT AIDAN CULLEN*

**CONNECT WITH BANKROL HAYDEN**

[INSTAGRAM](https://www.instagram.com/BankrolHayden) | [TWITTER](https://twitter.com/BankrolHayden) | [YOUTUBE](https://www.youtube.com/channel/UCRX-y2lEXKBkLruYlhyk7DA)

*For additional press assets, please visit his press site* [*HERE*](https://press.atlanticrecords.com/bankrol-hayden/)*.*

**PRESS CONTACT**

[FAIRLEY.MCCASKILL@ATLANTICRECORDS.COM](mailto:FAIRLEY.MCCASKILL@ATLANTICRECORDS.COM)