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OCTOBER 22nd, 2019

**2 CHAINZ’S T.R.U. (THE REAL UNIVERSITY) AND ATLANTIC RECORDS**

**DROP “SHOOT IT OUT” VISUAL**

**JOINT LABEL VENTURE TO INTRODUCE NEW VANGUARD OF ATL HIP-HOP**

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**FORTHCOMING PROJECT DUE LATER THIS YEAR**

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GRAMMY® Award-winning 2 Chainz’s T.R.U. (The Real University) and Atlantic Records have dropped a companion visual to their debut single “Shoot It Out.” Directed by Darius Turbak and the Cloud Harvest Team, the official “Shoot It Out” visual premiered on [Complex](https://www.complex.com/music/2019/10/sleepy-rose-2-chainz-worl-hott-lockedn-shoot-it-out-video) and is available [HERE](https://TRU.lnk.to/ShootItOutVideoPR).

The visual arrives on the heels of the T.R.U. and Atlantic Records groundbreaking partnership announcement. “Shoot It Out,” produced by Hitmaka (Drake, A Boogie Wit Da Hoodie), precedes an upcoming T.R.U. compilation, due later this year. The project will include tracks from 2 Chainz himself alongside T.R.U. flagship artists Skooly, WORL, Hott LockedN, and Sleepy Rose.

“It adjusts the mood on your face,” says 2 Chainz of the new single. “It’s got the grit and the Atlanta sound I like to talk about. It’s a heavy one with a lot of power.”

2 Chainz first introduced the T.R.U. brand with 2011’s seminal mixtape, T.R.U. REALIGION, followed the next year by his RIAA platinum certified, GRAMMY® Award-nominated solo debut, BASED ON A T.R.U. STORY, and further developed over the course of eleven trailblazing mixtapes and five solo albums. In 2019, the acclaimed ATL superstar officially founded the T.R.U. label, teaming with Atlantic Records with a goal of formally presenting a new vanguard of Atlanta-based hip-hop talent.

“I treat the record label as school with various levels,” 2 Chainz says. “That’s why we refer to it as ‘The Real University.’ It’s a course you go through. Ever since my mixtape days, I’ve used the acronym T.R.U. It was a school of thought I put in place. It was all about me practicing what I preach, getting comfortable in my own skin, going through ups and downs, and moving forward. Atlantic gave me the opportunity to share my vision. I’ve done so much music, and I’ve been successful. I’d like to pass those lessons to the youth. I’m concentrated on the future, making someone else’s dreams come true and giving them some rich people problems.”

**ABOUT SLEEPY ROSE**

A formidable MC who translates his struggles into stories, Sleepy Rose emerged from ATL’s Godby Road-Old National College Park neighborhood with his first YouTube upload, “Gangsta,” and then sharpened a signature sound punctuated by local lingo on hit tracks like “[Where You From](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DIcM7QWWA2e8&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263819569&sdata=6itgpGygP1Iuet3f9mqX6kdZQwkAtjEBuJ4t3NlX2Ek%3D&reserved=0),” “[Striking](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DpV2T5LCyLCY&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263829566&sdata=Z9d7KjxFwXixMx%2BAxfCaYgDATtpXZVLueSByWtcAqOI%3D&reserved=0),” and “[Mhmm](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fsleepyrose%2Fmhmm&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263829566&sdata=JH%2F6NVzEIm61%2FKpIWPjUj6hJT1fusmEr4medfz8cOyI%3D&reserved=0).” “Shoot It Out” (Feat. 2 Chainz, WORL, & Hott LockedN)” marks the MC’s first official release.

“Our A&R showed me Sleepy Rose,” says 2 Chainz. “I was seeing the visuals and hearing the music. I noticed he had the look, but he really had the music. He came from nothing, and I knew he could make an impact.”

**ABOUT WORL**

Hailing from the notorious 4 Seasons neighborhood in Southeast Atlanta, WORL aims to lift up his community and the world at large. He marked the shooting of a friend by focusing his rap skills on singles such as “[By The Coast](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DF2ElOu0qjhM%255C&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263839557&sdata=7s%2FzE1%2FN2%2B8Uuqtc8q%2Bg0rkmSpuuCJ98AmxU%2Bcf3OU8%3D&reserved=0),” “[Insomnia](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DEwG78yo0fXc&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263839557&sdata=ptVjusaJZUMEh7zmX07A0BlDcNlGFCYdJDL6H2rz0iE%3D&reserved=0),” and “[YAMS](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DRohcTt3Nnio&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263849551&sdata=Bf3XxVYy%2FVaHma20R3hq5152lkDX%2B05NEe8%2BVRIuZ7Q%3D&reserved=0),” before unleashing the powerful project, [WENT BROKE FROM BUYING DREAMS](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fspinrilla.com%2Fmixtapes%2Fworl-went-broke-from-buying-dreams&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263849551&sdata=GLHzkp35Z%2BcawY0%2FyDk8GSjpGK9zAZudWCcAS2%2F7WMc%3D&reserved=0) in 2018. In true old school style, WORL first released the latter as a physical mixtape, leading fans to line up through the projects to purchase a copy from his apartment. A self-proclaimed activist whose musical output only serves to further his budding platform, WORL recently launched an initiative he dubbed “No Child Left Behind,” presenting holiday events during Easter and Halloween for at-risk and abandoned youth. Captivated by his impressive rhymes and activism, 2 Chainz signed WORL to T.R.U. in 2019.

“WORL is from the projects,” says 2 Chainz. “Coming from a neighborhood like that, you’d expect a lot of negative imagery, but I like what he does. He’s humble. He doesn’t look like a lot of the guys around. He’s got a story to tell. I met him through one of my homeboys who showed me an interview with WORL. I liked what he was talking about. When he came to my studio, he came by himself. I thought he would pull up with forty people, but he didn’t need anybody. On the first night we met, we recorded together. It’s exciting.”

**ABOUT HOTT LOCKEDN**

Born and raised in the Southside Atlanta neighborhood of College Park, Hott LockedN picked up a microphone in 2017 but had his momentum derailed the following year by a gunshot wound to the neck that forced him to work even harder to find his voice. He developed his signature style of “slide music” on his breakthrough mixtape, [LOCKED’N DA STREETZ](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fsmarturl.it%2FHottLNDS&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263859549&sdata=t11PeDoKKIA6jc3J8P8NQMbJnE2DLfMq1oTQPr9Iais%3D&reserved=0), featuring the hit single, “[Buddy Dem](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D_iRBIlP1p68&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263859549&sdata=CW3XyLkHd1pRtsB0mF7PZHx2ApkPKoUFjHb%2FxoSovbw%3D&reserved=0).” Having grown up on the same block as Sleepy Rose, 2 Chainz flew both MCs to Los Angeles for an explosive session and signed them both to T.R.U. in 2019.

“I made Hott fly to L.A. with no friends and no guns,” says 2 Chainz. “I told him to just come around be young. In three days, we did thirteen records in that time. If I don’t do anything else in my career, I’ve got to give back to the Southside. I grew up with Hott’s daddy and uncle. This kid got shot and came back. He has a story to tell. We’re bringing that energy in a way where he can make some money and build a life. He deserves it.”

**ABOUT SKOOLY**

Hailed by [Pitchfork](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpitchfork.com%2Flevels%2Fin-praise-of-skooly-who-changed-the-way-atlanta-rapped%2F&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263869543&sdata=1SUYKZ3GXQMuy9y0bv4MKC2aUxH9zcgOFA31nmdAe1g%3D&reserved=0) for “changing the way Atlanta raps,” Skooly has crafted a truly distinctive signature sound, switching seamlessly back and forth between laidback verses and sizzling singing. The Westside native homed his style as by co-founding local sensations Rich Kidz at just 14, going on to drop a stream of projects including 2015’s [BLACC JON GOTTI](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.datpiff.com%2FSkooly-Blacc-Jon-Gotti-mixtape.713222.html&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263869543&sdata=BjzEjlQ4%2BCOAygYiRcDhMgA67ZM7gCqGE0iGWqxtfqE%3D&reserved=0) and his popular DON’T YOU EVER FORGET ME mixtape series. In addition to collaborations spanning Future to Young Thug, Skooly drew millions of Spotify streams with tracks like “Habit (Feat. 2 Chainz),” “Crazy Shit (Feat. Lil Xan),” and “Really Rich,” as well as the recent bangers, “[Lil Boy Shit](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fskooly.lnk.to%2FLIlBoyShit&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263879538&sdata=vNwFnp3k27e%2B7ZJPjGWsrNCxFPF34oLAqqLDhVYY5h4%3D&reserved=0)” and “[Proud Of You](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fsmarturl.it%2FSkoolyPOY&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C54466dc148b847a5f19008d742ccef79%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637051320263879538&sdata=Bmi1%2FcViTGZPL%2BDkPekq2qOXo2Ec2tNBKHpu%2Fw3IA%2BQ%3D&reserved=0).” Signed to T.R.U. in 2019, he will make his proper debut with the upcoming single, “Virgil Discount (Feat. 2 Chainz).”

“I know Skooly is a superstar,” says 2 Chainz. “I’ve been watching him since he was about 14 in Atlanta. As a little kid, he had a Lil Wayne vibe. I’m staying down with him. He’s 25-years-old, and he’s nowhere near his peak. He really knows where to sing and where to put the bars down.”

**PRESS CONTACT**

Fairley McCaskill | [Fairley.McCaskill@atlanticrecords.com](mailto:Fairley.McCaskill@atlanticrecords.com)