FOR IMMEDIATE RELEASE

APRIL 23, 2021

**COACHDAGHOST SHARES “ETERNAL LIFE”**

**RISING BROOKLYN RAPPER HERALDS EAGERLY AWAITED MIXTAPE**

**WITH INCENDIARY NEW SINGLE AND OFFICIAL MUSIC VIDEO**

***GHOST STORIES* DUE LATER THIS SPRING**

**LISTEN TO “ETERNAL LIFE”** [**HERE**](https://coachdaghost.lnk.to/EternalLife)

**WATCH THE OFFICIAL MUSIC VIDEO** [**HERE**](https://coachdaghost.lnk.to/EternalLifeVideo)



Brooklyn, NY-based rapper CoachDaGhost has announced today’s premiere of his powerhouse new single. “Eternal Life” is available now via Atlantic Records at all DSPs and streaming services [HERE](https://coachdaghost.lnk.to/EternalLife); an incendiary official music video is streaming now at YouTube [HERE](https://coachdaghost.lnk.to/EternalLifeVideo).

***“’Eternal Life’ is about reincarnation – about second chances. About confronting the ghosts of my past.”***

“Eternal Life” – which showcases Coach’s distinctive cadence and signature adlibs over a kinetic drill beat produced by Yozora – heralds the 26-year-old Brownsville rapper’s much anticipated new mixtape, GHOST STORIES, due to arrive everywhere later this Spring.

GHOST STORIES will further include the recently released single, “Meditate,” available via all digital retailers and streaming platforms [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcoachdaghost.lnk.to%2FMeditate&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7Cbb7b7974b3954d50687a08d8e8db2434%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637515375201154506%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=zE81HWDFZKqsqWSew6lHZAn2NkLza4ITmHf7XeHVwKw%3D&reserved=0); an official music video is streaming via YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcoachdaghost.lnk.to%2FMeditateVideo&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7Cbb7b7974b3954d50687a08d8e8db2434%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637515375201144506%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=OETRnT8mftSKk%2FRluNI22NtNnfLxI6GHUwLVwCNtgZo%3D&reserved=0).

Hailed as a major force in the groundbreaking Brooklyn drill scene, CoachDaGhost has already unleashed a series of breakthrough tracks including “[S.H.Y.N.E. Freestyle](https://coachdaghost.lnk.to/SHYNEFreestyle),” available for streaming and download [HERE](https://coachdaghost.lnk.to/SHYNEFreestyle). Produced by CoachDaGhost with famed UK drill producer Ghosty and featuring a sample from Shyne’s Swizz Beatz-produced rap classic, “Shyne,” the freestyle proved an immediate hit upon its December debut, now boasting over 3.5M global streams while its official music video has drawn more than 1.75M individual views via YouTube [HERE](https://www.youtube.com/watch?v=sRorqRCx6wI).

Last year also saw Coach teaming with fellow Brooklyn drill pioneer 22Gz for the blockbuster collaboration, “[Movie](https://coachdaghost.lnk.to/Movie)," swiftly earning over 7.5M global streams; an official video is fast approaching 3M views via YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DAa53uhadFgs&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7Cbb7b7974b3954d50687a08d8e8db2434%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637515375201174491%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Wjh4f96VOdomc3TiIGNY3oxOlB6QSPxWXfgXPfpp7qo%3D&reserved=0).

Born in Guatemala and raised in Brooklyn, Culture “CoachDaGhost” Bermudez has a keen understanding of what it is to be multicultural. He learned English as a second language during his youth, simultaneously embracing the sounds of NYC rap icons like Notorious B.I.G. and Jay-Z. Nicknamed “Coach” by his peers (short for Culture) and adopting the cryptic “Ghost” label later in life, CoachDaGhost began creating his own unique music and swiftly rose to the forefront on Brooklyn’s trailblazing drill scene. “Hitlist” dropped in early 2020, drawing co-signs by some of rap’s biggest stars along with over 6M worldwide video views [HERE](https://www.youtube.com/watch?v=HhmG7jxA4L4). “Gooey Sauce” followed in the summer, accompanied by an official music video currently with over 3.5M views via *WorldStarHipHop* [HERE](https://www.youtube.com/watch?v=ISVW-AlBJg4).

**FOR MORE INFORMATION, PLEASE VISIT:**

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**FOR ALL PRESS INQUIRIES, PLEASE CONTACT:**

[ARIANA.WHITE@ATLANTICRECORDS.COM](mailto:ARIANA.WHITE@ATLANTICRECORDS.COM)