**RICO CARTEL RELEASES BRAND NEW SINGLE, “FAT BANKROLL”**

**WATCH “FAT BANKROLL” OFFICIAL VIDEO**[**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fricocartel.lnk.to%2FFatBankrollVideo&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676454670%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Rhyf9eJCDdrXTRDSi2KcvlIlEe6mRWohc42YePPmAbo%3D&reserved=0)

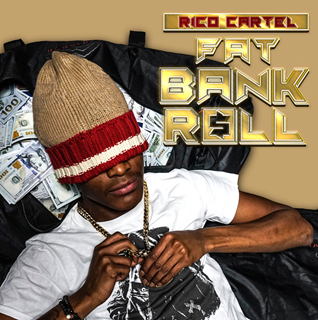
**“FAT BANKROLL” AVAILABLE NOW VIA ALL DSPS**[**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fricocartel.lnk.to%2FFatBankroll&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676464628%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=A%2F9qTKQ6bOdSIjLo3g%2Fak%2FNqpJiOFFtcjA3Y3vWf6j8%3D&reserved=0)



Rap’s latest newcomer, Rico Cartel is on a roll. Hailing from West Orlando, FL, the 21-year old rapper has arrived with his third official single, “Fat Bankroll.” Aptly named, the brand new record is a catchy tune, with the artist riding over a cool beat highlighting the signature sound that brought him recognition from music heads everywhere. Today’s release is accompanied by an official music video for the track, watch it now via Rico Cartel’s official YouTube channel [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fricocartel.lnk.to%2FFatBankrollVideo&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676464628%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ysEFE21IVTvG%2BLc0J1EgTfe0Efot0o77XEcuZT4rqn8%3D&reserved=0).

“Fat Bankroll” was preceded by Rico’s earlier “[I Like](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DXzw7g900iCA%26feature%3Dyoutu.be%26src%3DLinkfire%26lId%3D7c7e5596-480b-4311-b311-b5c48b0b5863%26cId%3Dd3d58fd7-4c47-11e6-9fd0-066c3e7a8751&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676474583%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=%2BvZdvy2gpvU76e7RCEvZGtwzFa47T833hGsOBiq%2FfZA%3D&reserved=0),’ which has become a hit amongst fans & followed his single, “[Far From Average](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fsrc%3DLinkfire%26lId%3Da9656299-406e-4c85-8a8a-897658b53271%26cId%3Dd3d58fd7-4c47-11e6-9fd0-066c3e7a8751%26v%3D0tpcoACWVB8%26feature%3Dyoutu.be&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676474583%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=z0TJfRbkEGyYuyIeUikdgoym2IGWicJyUc8FbiUqtu0%3D&reserved=0)” that was released in 2020. Rico Cartel is fresh into his career with impressive talent and an unwavering fan base, along with a series of standout releases that separate him from others within his class. His most popular releases, “[Erykah Badu (remix),”](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D94IFStaQ5Rg&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676484539%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=3oRvRqsdv0fXvFDgHCwKOqa99rIf%2FUL25YNjjTXEBS8%3D&reserved=0) “[Hate It or Love It](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D1y5tzh1SH8k&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676484539%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=GNrSiLlpzm7EA3rlnk%2Bx7ImTHwnsvRLoPLzKslCe9%2Bs%3D&reserved=0)” and “[Operation Wop](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dp09QT8YH0VM&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676494495%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=9%2BHjWTg0SL8XNF6a3tAyomvd1XCDyVViWK0%2FZhqQJy8%3D&reserved=0)” accumulated over 2.5 million views combined in just under 12 months.

Rico has attracted much critical acclaim, being featured in publications like SPIN (Blue Chips) and Pitchfork (The Ones), with his “[Erykah Badu (remix)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D94IFStaQ5Rg&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676494495%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=XLAoxG4ALCSYO5ms01upmQ4XdOQmv37YmkULr7FAi3s%3D&reserved=0)” release hailed as the “must-hear rap song of the day.“ Rico Cartel is a dynamic, young artist with an appreciation for all genres, a prominent fan of famed musicians like Erykah Badu and Taylor Swift. In a short amount of time, his sounds have begun to transcend beyond his hometown and attracted the likes of music’s biggest stars, hinting at a promising future for the talented young musician. Fans can expect to see more from Rico Cartel this year, with his debut mixtape is slated to arrive this Spring.



**CONNECT WITH RICO CARTEL**

[INSTAGRAM](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fricocartel438%2F%3Fhl%3Den&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676504460%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=5CMyRNL4MwnzaHWhS2WxNSwhploe0S9%2B%2ForAGmkA9CI%3D&reserved=0) | [MERCH](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fthehyv.shop%2Fcollections%2Fricocartel&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676514413%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=xJTpcX4hf2s6VmzRzcrmNk%2BeaV4GG60lksRZNvQT9Q4%3D&reserved=0) | [YOUTUBE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUChSvH8tK9GcSJn49EuQAe5Q&data=04%7C01%7CVeronica.Lainey%40atlanticrecords.com%7C5506e265d97b45f2dfb908d8d9b751e8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637498728676514413%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=MhO4olW4ADg%2BfYkN2jWHO1OenAs5ds4CrjekUJuZKLk%3D&reserved=0)

**FOR INQUIRIES, CONTACT**

**ALYSSA REDDISH**

[ALYSSA.REDDISH@ATLANTICRECORDS.COM](mailto:ALYSSA.REDDISH@ATLANTICRECORDS.COM)

**TRACK**

[OFFICIAL100KMGMT@GMAIL.COM](mailto:official100kmgmt@gmail.com)