**TOKEN RELEASES SURREAL MUSIC VIDEO FOR “BOOM” FT JID**

**OFF HIS JANUARY ALBUM PINK IS BETTER,**

**FEATURING JID, RICO NASTY, LIL SKIES, BENNY THE BUTCHER & MORE**

**WATCH** [**HERE**](https://www.youtube.com/watch?v=_1E8mKKl2sI)



[DL press photos here](https://press.atlanticrecords.com/token/)

*“More than a freestyle savant, Token showcases some supreme storytelling abilities…” -***XXL**

*“…some of the speediest rhymes this side of a young Busta. He’s already tackled a lifetime of adversity and lived to tell the tale.*

*Not only that, but he’s lived to rap about it in pretty insane fashion. -***COMPLEX**

Token returns afterdropping his highly anticipated, star-studded album [*Pink Is Better*](https://tokenllc.lnk.to/PinkIsBetter) last month, releasing the official music video for album-favorite “Boom” ft JID today. The video features Token and JID and was co-directed by Token. Watch [HERE!](https://www.youtube.com/watch?v=_1E8mKKl2sI)

Token says*, "This song is one of the only "fun" moments on the album, so I wanted to make people laugh with this one. I was inspired by Darren Aronofsky’s movie ‘Mother!’ and the feeling it gave me of “wait, how’d I end up here?!” I closed my eyes and envisioned the storyline and wanted it to feel random yet cohesive, in a really fun and surreal way."*



Token + JID ([DL here](https://warnermusicgroup.box.com/s/kbc1aa4rgd5ix2j4djl8zbxdh0xx225g))

*Pink Is Better* includes features from JID, Rico Nasty, Lil Skies, Benny The Butcher and more, and producers include Ronny J (Juice Wrld, Kanye West), Digital Nas (A$AP Ferg, Trippie Red) and Danny Majic (2 Chainz, Eminem).

On the album Token says, “*I hope people have an understanding of who I really am. I’ve changed so much and will continue to change. Right now, I’m someone who won’t bite my tongue. I’m a kid from Massachusetts who came from humble beginnings. I went through shit at an early age, jumped from therapist to therapist, found music, and realized it was the thing that made me whole and sane. Now, it’s therapeutic to share my ideas and emotions with the world, and I’m going to always be honest.”*

Spanning his fast-growing music career, Token has garnered 250M global streams, 200M video views, 2.4M followers across all social platforms, and over 70M TikTok views on his 2021 viral rap duet challenge.

Confidence can’t be given. Instead, it’s earned. Through a prolific, albeit quiet grind, Token has morphed into an outlier in hip-hop. After amassing hundreds of millions of streams and views independently and receiving acclaim from *The Boston Globe*, *XXL*, *Complex*, and more, he leaps forward again on his 2021 project *Pink Is Better*—the first to be released under his own label Never Too Different and Atlantic Records.

Growing up outside of Boston, music anesthetized depression, anxiety, stress, and loneliness throughout his childhood. So, Token put his head down and honed his craft at just 10-years-old, putting in countless hours, recording tracks of his own, burning CDs, and distributing them around Massachusetts. During 2015, his “No Sucka MCs Contest Entry” went viral, eventually exceeding 5.7 million YouTube views. After Token wound up on Mark Wahlberg’s radar, he appeared on the hit television show Wahlburgers and landed a role in the blockbuster *Patriots Day*. Simultaneously, he lit up *Sway in the Morning* with a headline-making six-minute freestyle. *XXL* christened it *“one of the year’s best freestyles, if not one of the best performances ever on Sway’s legendary show*.*”*

On its heels, he dropped his first mixtape *Eraser Shavings* in 2016 followed by 2018’s *Between Somewhere*, which vaulted into the Top 5 on the iTunes Hip-Hop/Rap Albums Chart. Generating 100 million-plus streams, it also spawned anthems, including “YouTube Rapper” [feat. Tech N9ne], “Household Name,” and “Flamingo.” Not to mention, he sold out shows on multiple continents and contributed music to the *Fast & Furious Hobbs & Shaw* soundtrack and *Scoob! The Album*.

Throughout 2019 and 2020, he carefully assembled what would become *Pink Is Better*, achieving a sense of personal and creative balance.

“The project is about the highest of highs and the lowest of lows,” he observes. “It’s me realizing, no matter what, it’s all going to be okay.”

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