**RISING RAPPER TOKEN RELEASES “SIP,” NEXT SINGLE OFF OF UPCOMING PROJECT**

***WATCH THE OFFICIAL VIDEO FOR “SIP”*** [***HERE***](https://youtu.be/nVDmx0lu6hY)

**FOLLOWS FREESTYLE “**[**HI J COLE**](https://youtu.be/6ySZSAgxoTo)**,” WHICH REACHED OVER 300,000 VIEWS IN 24 HOURS**



 *“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**

Following his most recent attention-grabbing freestyle ‘[Hi J. Cole…](https://youtu.be/6ySZSAgxoTo)’, **Token** has released the next single off his upcoming project, “Sip,” on his label Never Too Different in partnership with Atlantic Records. Watch the official music video featuring Token [HERE](https://youtu.be/nVDmx0lu6hY) and listen to the track [HERE.](https://Tkn.lnk.to/Sip)

On the single’s meaning Token says, *"Sip”’ is a drunk text to my ex that I never sent. It’s me toasting and celebrating what’s going on in my life, but just wishing she was here to celebrate with me.”* “Sip” also displays Token’s range as an artist, showcasing his softer vocals with a lyrical tone that’s more introspective and vulnerable from his past work.

Token was recently co-signed by NBA superstar Damian Lillard, who was impressed with Token’s freestyle paying tribute to J. Cole. ‘[Hi J. Cole…](https://youtu.be/6ySZSAgxoTo)’ is one of Token’s highest viewed on YouTube, reaching 310k views in its first 24 hours and 1.2M views within the first 7 days of release. His other freestyles “[Hi Tyler, The Creator](https://youtu.be/-q7g5xPAXDU)” and “Hi [Billie Eilish](https://youtu.be/XT2uEAXoryk)” have over 1.5M combined views on YouTube. Additionally, Token’s latest official single “[Chit Chat](https://www.youtube.com/watch?v=dwBhYBHKPi8&src=Linkfire&lId=8414c15b-2e8b-415a-9228-290ab5e994a8&cId=d3d58fd7-4c47-11e6-9fd0-066c3e7a8751&ab_channel=tokenhiphop),” produced by Ronny J (Juice WRLD, Eminem, Kanye West, Denzel Curry), has over 2M streams since its release last month.

Hailed by [The Boston Globe](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A__nam04.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Fwww.bostonglobe.com-252Fmagazine-252F2017-252F03-252F01-252Fyou-2Dnever-2Dheard-2Drapper-2Dtoken-2Dyou-2Dwill-252FdY2GYlK7X71560snprv9RK-252Fstory.html-26data-3D02-257C01-257CCorey.Brewer-2540atlanticrecords.com-257Cf6dbca39bcd84c6d7ed108d837c027de-257C8367939002ec4ba1ad3d69da3fdd637e-257C0-257C0-257C637320645884123662-26sdata-3DqNw7t46Lek28WMgWVj3PKDYas0q6VXQE9tgpDYKMSYc-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3DeuGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM%26r%3DFSTML3jvsT1nrXb7i-MgtoMF-nQTL90szF2A1QEeZW4%26m%3D6Pl3ZINBZvjRd0sOFnk1OANEo54se9XTkD4PnPO_bSE%26s%3D0I-14duv9VlrMwqEuDlupaL_KPUKrT3iHrfFGoo9cNQ%26e%3D&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cfc83bae6964c48800d2a08d8389379f7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637321553348197614&sdata=lIw2tQNLNVx2SG46%2FETRpv3crN%2B1v2snB608h8Zo%2Fw4%3D&reserved=0) as “hip-hop’s next big star,” Token has quickly grown from viral rap sensation to acclaimed artist. The MA-based rapper was introduced to hip-hop early on and by the age of six, began expressing himself through poetry. At 10 years old, Token began putting melody to his lyrics and recorded the poems as raps. What had started out as an outlet of expression soon became his passion.

Token crafted his art posting idiosyncratic rhymes on YouTube, scoring national attention in 2015 when his entry to a rap video contest went viral. “[No Sucka MCs](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A__nam04.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Fwww.youtube.com-252Fwatch-253Fv-253DmTXQp3DhtM8-26data-3D02-257C01-257CCorey.Brewer-2540atlanticrecords.com-257Cf6dbca39bcd84c6d7ed108d837c027de-257C8367939002ec4ba1ad3d69da3fdd637e-257C0-257C0-257C637320645884123662-26sdata-3Dh6GQsFw9O86vLZgxDYJTlZIKeJhcQLdc-252FmI6SoDvsdI-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3DeuGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM%26r%3DFSTML3jvsT1nrXb7i-MgtoMF-nQTL90szF2A1QEeZW4%26m%3D6Pl3ZINBZvjRd0sOFnk1OANEo54se9XTkD4PnPO_bSE%26s%3DmzOTaCti2Ile7KEZLCgko9GXdgJe0pcAOl_rEVPS2RA%26e%3D&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cfc83bae6964c48800d2a08d8389379f7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637321553348207605&sdata=gpDuqXzmDH6%2BcV2O%2FVDCP4rnwrZRqs8clFs18Vo94ls%3D&reserved=0)” proved a breakthrough, currently boasting over 5 million views on YouTube.

2016 saw Token achieve even further viral fame with a six-minute-long flawless freestyle on Sirius XM’s influential [Sway in the Morning](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A__nam04.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Fwww.youtube.com-252Fwatch-253Fv-253DQfYfrF-5FmOgQ-26data-3D02-257C01-257CCorey.Brewer-2540atlanticrecords.com-257Cf6dbca39bcd84c6d7ed108d837c027de-257C8367939002ec4ba1ad3d69da3fdd637e-257C0-257C0-257C637320645884133621-26sdata-3D7d-252BWGNM4FJISR2Wq-252FQe4a-252BdVwo5AukV3-252FuHcKluiJ-252FU-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3DeuGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM%26r%3DFSTML3jvsT1nrXb7i-MgtoMF-nQTL90szF2A1QEeZW4%26m%3D6Pl3ZINBZvjRd0sOFnk1OANEo54se9XTkD4PnPO_bSE%26s%3DAPsAsMOsuNA2jRBlIDvYNt6Pr-SW_Wj1KQ-b-SaK3CA%26e%3D&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cfc83bae6964c48800d2a08d8389379f7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637321553348207605&sdata=lRIj8Y2b5ztBrxnNugIvaiYEmcl1VLzc56LpPrl7OCQ%3D&reserved=0), which XXL dubbed “one of the year's best freestyles, if not one of the best performances ever on Sway's legendary show.” Following that, Token’s first project, [ERASER SHAVINGS](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A__nam04.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Ftokenhiphop.us10.list-2Dmanage.com-252Fsubscribe-253Fu-253Df2b057dde906248ff345d938b-2526id-253Db9a26180c9-26data-3D02-257C01-257CCorey.Brewer-2540atlanticrecords.com-257Cf6dbca39bcd84c6d7ed108d837c027de-257C8367939002ec4ba1ad3d69da3fdd637e-257C0-257C0-257C637320645884133621-26sdata-3DZREwyY4RkYOZBZXqp-252Fi7-252FchgWHYsTGKDPk7zSZfr7fs-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3DeuGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM%26r%3DFSTML3jvsT1nrXb7i-MgtoMF-nQTL90szF2A1QEeZW4%26m%3D6Pl3ZINBZvjRd0sOFnk1OANEo54se9XTkD4PnPO_bSE%26s%3DkevmKKNZQFI0MBijIwNXyQN_KdCUoj94b6_hUJdu7YE%26e%3D&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cfc83bae6964c48800d2a08d8389379f7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637321553348217595&sdata=nRxOeQ8HTVWTxdAFtiyT4%2Bw8XBemK4EKyPcP8U4bMw4%3D&reserved=0), was released in September and a tour of France and an appearance at the Chorus Festival (with stars like Robert Glasper and the Pharcyde) came shortly after.

A series of increasingly popular singles and collaborations have followed, among them such favorites as “[Code Red](https://www.youtube.com/watch?v=zbJHNdyXy4A),” “[YouTube Rapper](https://www.youtube.com/watch?v=UsLJLCtU32w)” feat Tech N9ne and “[Household Name](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A__nam04.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Fwww.youtube.com-252Fwatch-253Fv-253DfPA-2DKOlhVks-26data-3D02-257C01-257CCorey.Brewer-2540atlanticrecords.com-257Cf6dbca39bcd84c6d7ed108d837c027de-257C8367939002ec4ba1ad3d69da3fdd637e-257C0-257C0-257C637320645884153529-26sdata-3D8G3qNn0-252BQOTHULdX4BCeE97Yi-252BBy4iSLLs8gv1XltcY-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3DeuGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM%26r%3DFSTML3jvsT1nrXb7i-MgtoMF-nQTL90szF2A1QEeZW4%26m%3D6Pl3ZINBZvjRd0sOFnk1OANEo54se9XTkD4PnPO_bSE%26s%3DfQqDd_BqhvBJTP9z9F1vM67kQmASaTAIWLIkBShRSyM%26e%3D&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cfc83bae6964c48800d2a08d8389379f7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637321553348237588&sdata=D3P7V2NuQomiZg8NCKr1BX%2FMTH3PwBg6ec7suV5SgoM%3D&reserved=0).” The latter was featured on his 2018 album [BETWEEN SOMEWHERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A__nam04.safelinks.protection.outlook.com_-3Furl-3Dhttp-253A-252F-252Fsmarturl.it-252FBetweenSomewhere-26data-3D02-257C01-257CCorey.Brewer-2540atlanticrecords.com-257Cf6dbca39bcd84c6d7ed108d837c027de-257C8367939002ec4ba1ad3d69da3fdd637e-257C0-257C0-257C637320645884153529-26sdata-3DXAxCp3e17krRfXLjR32O8ZlGRfq1rQDPoa968rr8H9Q-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3DeuGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM%26r%3DFSTML3jvsT1nrXb7i-MgtoMF-nQTL90szF2A1QEeZW4%26m%3D6Pl3ZINBZvjRd0sOFnk1OANEo54se9XTkD4PnPO_bSE%26s%3D0asDdO7ZvzuS4ycrxc13Xk2DRU5-dhp43-PS_XMXsHk%26e%3D&data=02%7C01%7CGabrielle.Reese%40atlanticrecords.com%7Cfc83bae6964c48800d2a08d8389379f7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637321553348247584&sdata=AbWjVJgi%2B2HzjFLr7Wd06qPnJs2OtlOz7dZZu%2BwMjWo%3D&reserved=0), which reached #4 on the iTunes US Hip-Hop chart. Upon release, Token embarked on the 39-date “Between Somewhere” tour across major US cities including New York, Cleveland, Chicago, Los Angeles, Dallas, Atlanta, and then to Europe with stops in France, Germany, Switzerland, Poland and the UK.

Token was featured in 2019’s *Fast & Furious Hobbs & Shaw* motion picture soundtrack with “[All Roads Lead Home](https://www.youtube.com/watch?v=EXF4N0Wajyc) (Hobbs & Shaw Remix)" by Ohana Bam feat. Token, The *Madden 20* Soundtrack with “[No Game](https://www.youtube.com/watch?v=59wrP1zND64)” and *Scoob! The Album* from the animated film *Scoob!* with “[Homies](https://www.youtube.com/watch?v=IQYlsR_PoHQ).” He went on to release singles “[Curfew](https://www.youtube.com/watch?v=uBqGekC3JlY)” and “[30 People](https://www.youtube.com/watch?v=FstaeGt6m6Q)” in 2020 and 2021 has seen “[Dentures](https://Tkn.lnk.to/Dentures)” and “[Chit Chat](https://www.youtube.com/watch?v=dwBhYBHKPi8&src=Linkfire&lId=8414c15b-2e8b-415a-9228-290ab5e994a8&cId=d3d58fd7-4c47-11e6-9fd0-066c3e7a8751&ab_channel=tokenhiphop)” so far, with a larger project coming soon.

On what his work means to him Token says, “*Music is what helped me get confidence. Music is my time to be invincible. Even though I’m young, my childhood already feels like a different life, because I’m looking back and writing on it.”*

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 Press contact: Corey.brewer@atlanticrecords.com