FOR IMMEDIATE RELEASE

AUGUST 25TH, 2020

**RICHMOND, VA RAPPER TRAPTIZE KY ADDRESSES SOCIAL INJUSTICE IN LATEST SINGLE “STREETS VS. AMERIKA”**

**WATCH THE OFFICIAL VIDEO** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DPdC3oDUujno&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C6a702535053b42a5400f08d8491914c4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637339719392773407&sdata=7tOzbs6I%2BAblgpL20ee7wMcMe8%2Bh3EjVP80%2BGz6E%2FoY%3D&reserved=0)

[***BACK I GO***](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftraptizeky.lnk.to%2FBackIGo&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C6a702535053b42a5400f08d8491914c4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637339719392783400&sdata=E1ddfNyC4UqI340usjMI7dLW61Kf2cpJ%2F2AuWJKCWEo%3D&reserved=0)**AVAILABLE NOW**

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19-year-old Richmond, VA’s own Traptize Ky has announced the release of a brand new single and video, “Streets vs. Amerika,” now available via all digital retailers and streaming platforms now [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftraptizeky.lnk.to%2FStreetsvsAmerika&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C6a702535053b42a5400f08d8491914c4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637339719392783400&sdata=3vxOgd7nUBOIogZ1HktudcvVRANYP81%2FIQEWmrVvDD0%3D&reserved=0). The new release is accompanied by an official music video; watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DPdC3oDUujno&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C6a702535053b42a5400f08d8491914c4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637339719392793395&sdata=GX%2B5EgLqh7Ve%2BGfFj0VKa0256O%2BtAF3wMDLcBm3qUk0%3D&reserved=0).

The new release arrives in light of the recent Black Lives Matter protests and social uprisings across the world, with Ky himself being active in the protests around his hometown of Richmond, VA. “Streets vs. Amerika” is an example of the ways in which Traptize Ky has utilized his platform and talents to make a statement surrounding all of the injustices faced by black people and people of color worldwide.

“Streets vs. Amerika” arrives after the release of his breakout mixtape, *Back I Go.* The 14-track project, which has amassed over 1 million streams since its release, is at turns shockingly sophisticated and full of heart.

*Back I Go* was celebrated with an official video for “Poverty Gospel,” a chilling melody that speaks to his experiences growing up in Virginia's "Small City," an unheralded hotbed of underground hip-hop talent; watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DLwarSNklzUA&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C6a702535053b42a5400f08d8491914c4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637339719392793395&sdata=8R023K2uAjUbiQmYYAqrSKTmCZl14GWQvbOxguwYaDo%3D&reserved=0). Earlier, Traptize Ky introduced an eye-catching visual for another one of the standout tracks on *Back I Go,* “They Ain’t”; watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftraptizeky.lnk.to%2FTheyAintVideo&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C6a702535053b42a5400f08d8491914c4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637339719392803389&sdata=lCqTOos3QLhlDDvbgretiVOQ3NNYYBSIhoA3X1N2hyE%3D&reserved=0). The rapper made his mark as an artist to watch in early 2019, with the release of “[All Whites](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DmwnuyeO7L70&data=02%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C6a702535053b42a5400f08d8491914c4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637339719392803389&sdata=Dw8xLrAQ5%2BAfyxa15stKb4rHhB1L2RgogZSyILc45WQ%3D&reserved=0),”  an infectious Virginia staple that took the streets and the internet by storm. Now in 2020, with the release of *Back I Go* and “Streets vs. Amerika*,”* fans can be assured that he is just getting started.

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