**JUCEE FROOT CELEBRATES FROOT FRIDAYS WITH NEW SINGLE “I NEED A BAG”**

[**STREAM/DOWNLOAD “I NEED A BAG”**](juceefroot.lnk.to/INeedABag) **|** [**WATCH “I NEED A BAG”**](juceefroot.lnk.to/INeedABagVideo)



Jucee Froot is upping the game with this week’s Froot Fridays release “I Need A Bag,” a flexing track that shows off her clever lyrics and gliding flow. “I Need a Bag” is streaming now via DSPs and streaming services [HERE](juceefroot.lnk.to/INeedABag) alongside a luxurious companion video streaming now via YouTube [HERE](juceefroot.lnk.to/INeedABagVideo).

Produced by Cookgodz for Loyal 100 Entertainment, “I Need A Bag” follows a series of explosive freestyles from the quickly-rising rapper. The previously released freestyles have amassed hundreds of thousands of views and include the vulnerable “[Bottom Bitch](https://youtu.be/VexqToiB6H8),”  “[Industry](https://youtu.be/Xcxo1Z38ZBM),” and the anthemic “[Successful](https://youtu.be/8McfGKU4wxs).”

An exclusive merch drop celebrated her previous Froot Fridays release with a “No Broke Dick” shirt, available for pre-order [HERE](https://store.warnermusic.com/atlantic-records/no-broke-dick-tee.html). “[No Broke Dick](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fjuceefroot.lnk.to%2FNoBrokeD&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C128b36f4f87648192c9208d937ea07a3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637602300578054868%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=PR84hzarjoHU5XOI%2Fn4n2hRE5zgGeUXEmKBGgRjXa7o%3D&reserved=0)” originally appeared in an episode of Season 1 of STARZ original series *P-Valley.* “No Broke Dick” accompanies Jucee Froot’s *P-Valley* opening credits song “Down In The Valley.” Her other recent appearances on the official INSECURE soundtrack with “[Eat Itself](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Finsecure.lnk.to%2FEatItself&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C128b36f4f87648192c9208d937ea07a3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637602300578064864%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ATWHhERsgxzvng%2FcoKKCtEtBhVPhjEyULMv46ZwZ%2FXI%3D&reserved=0)” and the *Madden NFL* soundtrack with “[Champion](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fjuceefroot.lnk.to%2FChampion&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C128b36f4f87648192c9208d937ea07a3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637602300578074860%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=q5TwkxMvBBWYfgN456LqjqtH5tutghiXb76nPp1yiAw%3D&reserved=0)” prove Jucee continues to be an artist to watch.

  

PHOTO CREDIT: WILL STERLING

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***“Jucee’s come a long way in a relatively short time but she’s just getting started” -*** [**UPROXX**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fuproxx.com%2Fmusic%2Fjucee-froot-interview-birds-of-prey-insecure%2F&data=02%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Cb3ea4d29f7374e32105f08d8492c4450%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637339801771762918&sdata=9ayuEPBzQx7ttvQ6UhO6Xn3J%2FG1Ex65j6YOK5k8z7%2BQ%3D&reserved=0)

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Jucee Froot has quickly become a vital presence in hip-hop, an honest voice equally hailed for her fearless approach as well as her bulletproof bars, confessional choruses, and clever adlibs. The Memphis, TN-based rapper earned every bit of that acclaim and now has a major label deal with Loyal 100 Entertainment/Art@War/Atlantic Records. Tracks like “[Life’s A Bitch](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DtQwk65tae5o&data=02%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Cb3ea4d29f7374e32105f08d8492c4450%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637339801771782830&sdata=Nq5tfIGs6kTUA9bcmwS5qJ9074WRLuqb4gnTLXEFTUo%3D&reserved=0),” an electric “[Psycho](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Du-tyIB7OJiE&data=02%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Cb3ea4d29f7374e32105f08d8492c4450%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637339801771792784&sdata=VVxA48olCenW2IlgGt9Orz5RytoiO%2F%2BhFM7PvrJzkk0%3D&reserved=0)” remix featuring Rico Nasty, and “[Sidewalk](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DsMUuaiJlUEY&data=02%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Cb3ea4d29f7374e32105f08d8492c4450%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637339801771792784&sdata=QIimhtMzKyDdUrv9TIb0AvzqjBifGUg84tge4YZWn8A%3D&reserved=0)” – all streaming now on all DSPs - affirm Jucee Froot as a one-of-a-kind new artist with a remarkable true story to share with the world. Jucee is also featured on the major motion picture Birds Of Prey soundtrack with “[Danger](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D3yJvOPtG6HE&data=02%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Cb3ea4d29f7374e32105f08d8492c4450%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637339801771792784&sdata=XW3Bx8Rt68r9gJdES9rirKJ9yUNWNs%2BIJJq%2BMw%2B1g%2Bo%3D&reserved=0).”

The artist ignites the next phase with her 2020 mixtape [BLACK SHEEP](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Falbum%2F0573zeMbhml7URGVyy8wDu%3Fsi%3DN-9wcPxMRBa4g2PI4CZD8A&data=02%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Cb3ea4d29f7374e32105f08d8492c4450%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637339801771802741&sdata=XFd9Sqi9dUtv8Al2Ea1hPG87PCHGWCZdH8CyYya%2FJfw%3D&reserved=0). The project lives up to its name as it appeals to outcasts everywhere while also touting features from A Boogie Wit Da Hoodie, Juicy J, and more. “I’ve always been considered the black sheep just because I took an unexpected path and was always a little more rebellious growing up,” Jucee stated. “I feel like an outcast because I’m a threat to people that try to look past me.” In the end, Jucee remains an open book and builds an unbreakable connection.

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**PRESS CONTACT:**

Ashley Kalmanowitz | Ashley.Kalmanowitz@atlanticrecords.com