FOR IMMEDIATE RELEASE

MARCH 17, 2021

**NOCAP SHARES “SHACKLES TO DIAMONDS”**

**THE LATEST SINGLE FROM HIS EAGERLY ANTICIPATED DEBUT ALBUM “MR. CRAWFORD”**

**PRE-ORDER “MR. CRAWFORD”** [**HERE**](https://nocap.lnk.to/MRCRAWFORD)

**WATCH THE OFFICIAL MUSIC VIDEO** [**HERE**](NOCAP.LNK.TO/SHACKLESTODIAMONDSVID)

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***“NoCap continues to create his own sound and climb as a talent in the rap game*.*” – COMPLEX***

Acclaimed Mobile, AL-based rapper **NoCap** has announced the release of a major new single. **“Shackles to Diamonds”** is available now via Never Broke Again LLC/Atlantic at all DSPs and streaming services. The official music video is available to stream on YouTube [HERE](http://NOCAP.LNK.TO/SHACKLESTODIAMONDSVID).

Hailed by Pitchfork as “a standout voice in the Deep South”, NoCap will celebrate the long-awaited release of his debut album by headlining his biggest U.S. tour schedule to date. Tickets for the ***Mr. Crawford Tour*** are on sale this Friday, March 18th with the tour set to begin in Dallas on April 24th. For complete details and availability, please visit [NoCap.com](https://www.nocap.com/MrCrawford/?ref=Typed/Bookmarked).

Born and raised in the projects of Mobile, AL, NoCap channels struggle into a melodic hip-hop carried by his airtight control of melody, pitch, range, and rhymes. 2019 saw the breakthrough release of such mixtapes as [THE HOOD DICTIONARY](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnocap.lnk.to%2FTheHoodDictionaryID&data=04%7C01%7CDeborah.Coker%40atlanticrecords.com%7Cc4850e17605d40bb4c5a08d92b702d3b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637588583060995505%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=KZkdvkTVywuqfKpMsnsb456wNbVXKOrCF8oHOPfIp1Y%3D&reserved=0)  and [THE BACKEND CHILD](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnocap.lnk.to%2FTheBackendChildAW&data=04%7C01%7CDeborah.Coker%40atlanticrecords.com%7Cc4850e17605d40bb4c5a08d92b702d3b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637588583061005450%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ySvcIxTBwA81FPJwDQ04qsYI18Hu5tgOZ4i3e2i4uOQ%3D&reserved=0),  the latter of which is highlighted by the RIAA gold certified anthem, “[Ghetto Angels](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DBiQeZDE1t1c&data=04%7C01%7CDeborah.Coker%40atlanticrecords.com%7Cc4850e17605d40bb4c5a08d92b702d3b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637588583061005450%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=jhp%2FFLEwRFcHLCXjZlv5RJ3lbp2%2B0%2B9SrxFTSlDV3tQ%3D&reserved=0),” a YouTube favorite with views now exceeding **82M** [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DBiQeZDE1t1c&data=04%7C01%7CDeborah.Coker%40atlanticrecords.com%7Cc4850e17605d40bb4c5a08d92b702d3b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637588583061015415%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=fCWLgoVVacrKIQLltG9VaN%2FiqvdvBcVxDBN2THoIeBU%3D&reserved=0).

Along the way, NoCap – who followed STEEL HUMAN with yet another 2020 banger in “[Drown In My Styrofoam](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DcPxOPgW71c4&data=04%7C01%7CDeborah.Coker%40atlanticrecords.com%7Cc4850e17605d40bb4c5a08d92b702d3b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637588583061015415%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=TEl7BiFSxCsnQiCN6laEToY%2FVw%2By3Mk1T9fg7E0zPAg%3D&reserved=0),” joined by an official music visual streaming [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DcPxOPgW71c4&data=04%7C01%7CDeborah.Coker%40atlanticrecords.com%7Cc4850e17605d40bb4c5a08d92b702d3b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637588583061025364%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=OgkBJsElGhpCI9xZrL4%2FaWuxYpZSB%2BTNecdcxEm3dEo%3D&reserved=0) – has racked up more than **11M** video views and national acclaim from such high profile publications as *Pitchfork*, *Complex*, and more. Hailed by *Rolling Stone* as “a master of gloom,” NoCap connects by pulling no punches and holding nothing back.

“At the end, I feel like I just tell the truth,” NoCap says. “That’s what I believe I’m here to do. I’m here to let you know what I think and what I’ve been through. If I did this, anybody can do it. There is real pain in my music. I hope you can visualize where I’m coming from. I’m bringing my own style. It ain’t what anybody else is doing. It’s NoCap.”

**NOCAP**

**MR. CRAWFORD TOUR 2022**

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APRIL 24: DALLAS, TX - HOUSE OF BLUES

APRIL 25: HOUSTON, TX - HOUSE OF BLUES

APRIL 26: NEW ORLEANS, LA - HOUSE OF BLUES

APRIL 28: RALEIGH, NC - THE RITZ

APRIL 29: NORFOLK, VA - NORVA

APRIL 30: RICHMOND, VA - CLASSIC AMPHITHEATER

MAY 2: NEW YORK, NY - GRAMERCY THEATRE

MAY 5: HARTFORD, CT - WEBSTER THEATRE

MAY 6: BUFFALO, NY - SHOWPLACE THEATER

MAY 8: BOSTON, MA - BIG NIGHT LIVE

MAY 10: DETROIT, MI - THE MAJESTIC

MAY 11: CINCINNATI, OH - BOGARTS

MAY 12: FORT WAYNE, IN - PIERE'S ENTERTAINMENT CENTER

MAY 14: MINNEAPOLIS, MN - SKYWAY THEATRE

MAY 18: DENVER, CO - CERVANTE'S MASTERPIECE BALLROOM

MAY 20: TEMPE, AZ - AURA

MAY 26: LOS ANGELES, CA - THE NOVO

MAY 27: SAN FRANCISCO, CA - THE REGENCY BALLROOM

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