FOR IMMEDIATE RELEASE

APRIL 28, 2022

**KEVIN GATES IS BACK WITH “BIG LYFE”**

**RAP SUPERSTAR FOLLOWS RIAA GOLD CERTIFIED VIRAL SUCCESS OF “THINKING WITH MY DICK”**

**WITH FIRST SINGLE FROM EAGERLY AWAITED THIRD STUDIO ALBUM**

**OFFICIAL MUSIC VIDEO PREMIERES TODAY**

***KHAZA* ALBUM DROPPING SOON**

**LISTEN TO “BIG LYFE”** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkevingates.lnk.to%2FBigLyfe&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=eSgwS4dQZNzaSNMTLEvsndJe%2BW%2FZaiFPNr8b0Ln8SQw%3D&reserved=0) **| WATCH OFFICIAL MUSIC VIDEO** [**HERE**](https://outlook.office365.com/owa/wopi/files/15d1617a-d1ce-4869-be7b-87f79cf5d1b9@atlanticrecords.com/AAMkADE1ZDE2MTdhLWQxY2UtNDg2OS1iZTdiLTg3Zjc5Y2Y1ZDFiOQBGAAAAAAAwohVwYsuFRqRQUwawn9sYBwDUouyHwyEpTrX4TNbbPLJ6AAAAAAEMAADUouyHwyEpTrX4TNbbPLJ6AAAD4XH.AAABEgAQANm77NA9EeJNrKA4BQZv4cI=_AADbmXo.MQkAAAAAAAA=/WOPIServiceId_FP_EXCHANGE_ORGID/WOPIUserId_1c07b7ae-4c85-4dee-93ad-f79d25bd5d67/KevinGates.lnk.to/BigLyfeVideo)

****

**(DOWNLOAD HI-RES ARTWORK** [**HERE**](https://warnermusicgroup.app.box.com/s/1dkibwcdy6pjvuuelw4vp9gz5nzv2qj3)**)**

RIAA multi-platinum certified rap superstar **Kevin Gates** is back with his eagerly anticipated new single, “[Big Lyfe](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkevingates.lnk.to%2FBigLyfe&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=eSgwS4dQZNzaSNMTLEvsndJe%2BW%2FZaiFPNr8b0Ln8SQw%3D&reserved=0),” available now via Bread Winners Association/Atlantic Records at all DSPs and streaming services. An edgy, NYC-inspired official music video premieres today at YouTube HERE.

Produced by 3x GRAMMY® Award-nominee T-Minus (Drake, Kendrick Lamar, Young Thug), “Big Lyfe” marks the first official single from Gates’ long awaited third studio album, *KHAZA*, coming soon.

Gates – who recently debuted “Big Lyfe” to a sold out crowd of more than 9,500 at Morrison, CO’s world famous Red Rocks Amphitheatre – will further herald *KHAZA* with a busy live schedule including a slew of headline dates and festival performances and a massive home state show at Lafayette, LA’s Lafayette Cajundome and then continuing through the summer. Additional dates will be announced soon. For updates, please visit [www.kvngates.com/tour](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.kvngates.com%2Ftour&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9v5NtzDIKz9b4RKgC1%2FlA6mkYewgr27JVcSCTw6TYw4%3D&reserved=0).

**APRIL**

30 – Lafayette, LA – Lafayette Cajundome

**MAY**

7 – Louisville, KY – Norton Healthcare Sports & Learning Center

14 – San Antonio, TX – Tech Port Arena

**JUNE**

4 – Biloxi, MS – Mississippi Coast Coliseum

10 – Spokane, WA – Spokane Arena

11 – Billings, MT – First Interstate Arena

**JULY**

2 – Fayetteville, NC – Robeson County Fairgrounds

23 – Miami, FL – Rolling Loud Miami \*

30 – Savannah, GA - Enmarket Arena

\* FESTIVAL PERFORMANCE

“Big Lyfe” follows the release earlier this month of two spectacular new spins on Gates’ chart-topping viral sensation, “Thinking with My Dick (Feat. Juicy J),” both available now at all DSPs and streaming services. The exclusive reworks see the RIAA gold certified smash given brand new shapes by indie dance heavyweight TEN TONNE SKELETON (streaming [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkevingates.lnk.to%2FTWMDTenTonne&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=LV8CMn8JOCGfNI8XGgXx5apPGDrL5D9O2XjWUUks6So%3D&reserved=0)) and Berlin-based producer/DJ LOVRA (streaming [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkevingates.lnk.to%2FTWMDLOVRA&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=hAiKrLU4xLGP8PQq9eAv777TxX9DWohg1IlGxrG8tt0%3D&reserved=0)).

Originally released in 2013, “Thinking with My Dick (Feat. Juicy J)” suddenly blew up nine years later after becoming the #1 overall sound on TikTok, catapulting it to the top 5 on Apple Music’s overall US chart, #3 on the US Shazam chart, #9 on the US. SoundCloud chart, and #25 on the Global Shazam chart. Now boasting over 8.5B TikTok views, 2.7M TikTok creates, and more than 104M worldwide audio streams to date, the track soon earned RIAA gold certification while ascending to the top 40 on *Billboard*’s “Hot 100,” making history as Gates’ second top 40 hit thus far.

Kevin Gates is of course among the most impactful and inimitable rappers of the modern era, racking up more than 18B worldwide streams, 7B views, countless RIAA multi-platinum, platinum, and gold certifications, and a social media reach exceeding 30M followers around the globe. For 15 years, the Baton Rouge, LA-based icon’s artistry has drawn critical acclaim and unprecedented popular success, resulting in four top 5 entries on the *Billboard 200* – including 2016’s 2x RIAA platinum certified classic, *ISLAH*, 2017’s *BY ANY MEANS 2*, 2018’s *LUCA BRASI 3*, and 2019’s *I’M HIM* – as well as seven debuts among the top 5 on both the “Top Rap Albums” and “Top R&B/Hip-Hop Albums” charts. An electrifying live performer, Gates has lit up countless stages around the world, spanning headline tours, show-stopping festival sets, and arena tours alongside such fellow superstars as Cardi B. Indeed, Gates has been an in-demand collaborator, with featured appearances on hit tracks from Gucci Mane, YoungBoy Never Broke Again, Da Baby, and Lil Durk, to name only a few. In addition, his inspirational online series, *The Kevin Gates Helpline*, is currently in its second season and streaming now via [*VICE*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fvideo.vice.com%2Fen_us%2Fshow%2Fkevin-gates-help-line&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=1986cadB1on20l7bRJDb%2Bv%2BW05s17mgK1PL1RoYRO5g%3D&reserved=0). With the wind at his back, Gates is currently poised for the upcoming arrival of his third full-length Bread Winners Association/Atlantic Records LP, the hugely anticipated *KHAZA*, now as always doing things his own way, setting his own exceptional path towards greatness with every step.

# # #

**CONNECT WITH KEVIN GATES**

[WEBSITE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.kvngates.com%2F&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=dEjbVKCGKlrRMpjqdkDYfOqEKBaX5DRgVPcvHA%2F07XM%3D&reserved=0) | [TWITTER](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fiamkevingates&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=3ZOamwt82A1wUO55BuYKnFzRkjkisszK%2BdDAh2yFQQk%3D&reserved=0) | [TIKTOK](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.tiktok.com%2F%40iamkevingates&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=PpQhkb5oEnZ0Zah5oTig91ULNxlS33VypEmQ0SFEak0%3D&reserved=0) | [INSTAGRAM](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fiamkevingates%2F&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=NAIc07tBRrg%2BcwZtIiTLLa16iW46zkWZaKi25uU9Rgw%3D&reserved=0) | [FACEBOOK](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2Fkvngates&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930643243%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=LATy37mYJKGt5D2O60hpHG%2FYhtlT1G%2BoLeKwo24731I%3D&reserved=0) | [SOUNDCLOUD](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fkevingates&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930799470%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=%2BoueV%2BDX1xTFSH6NHAVe%2BaazSoUUzlQr1OMA66BElm4%3D&reserved=0) | [YOUTUBE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCj2GTFekdV3EUsTVN8oaEqA&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C5e0c139d2ecd4ef6cb9f08da2882347c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637866836930799470%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=nZxNYKDp38k7RTKxraxbB%2Bg%2F0fbLPR33ROXz0IeeLdQ%3D&reserved=0)

FOR KEVIN GATES INQUIRIES, CONTACT

[SYDNEY.MARGETSON@ATLANTICRECORDS.COM](mailto:SYDNEY.MARGETSON@ATLANTICRECORDS.COM)