FOR IMMEDIATE RELEASE

JUNE 13, 2021

**CORDAE RELEASES TED TALK DEBUT** [**WATCH NOW**](https://go.ted.com/cordae)

**2X GRAMMY® NOMINATED RAPPER DISCUSSES “THE HI LEVEL MINDSET” ABOUT THE POWER OF DISCIPLINE TO ACHIEVE ONE’S DREAMS**

**ON WORLD TOUR NOW WITH HEADLINE DATES AND FESTIVAL PERFORMANCES INCLUDING LOLLAPALOOZA, OSHEAGA, FIREFLY MUSIC FESTIVAL,**

**& MORE**

***FROM A BIRDS EYE VIEW* AVAILABLE NOW VIA ART@WAR/ATLANTIC** [**HERE**](https://cordae.lnk.to/FromABirdsEyeView)



[DOWNLOAD](https://creative.ted.com/share/126A2523-F8D1-4EFF-8C234164A71CCAC7/) HI-RES IMAGES

2x GRAMMY® Award-nominated rapper Cordae makes his TED Talk debut today with “The Hi Level Mindset.” The talk is available now exclusively at [go.ted.com/cordae](https://go.ted.com/cordae).

An informative talk mixed with humor about the journey of a high school kid who would grow to achieve his dream of becoming a music star by learning the power of discipline, “The Hi Level Mindset” sees Cordae making the case for doing everything that you put your hands on at the highest level possible, having an extreme work ethic and seriousness in everything you do, no matter how insignificant it may seem. For more information, please visit [www.ted.com/speakers/cordae](http://www.ted.com/speakers/cordae).

Today’s TED Talk premiere follows the release earlier this year of Cordae’s acclaimed sophomore album. [*From A Birds Eye View*](https://cordae.lnk.to/FromABirdsEyeView), available now via ART@WAR/Atlantic Records [HERE](https://cordae.lnk.to/FromABirdsEyeView). Deeply inspired by a life-changing trip to Africa, enduring the loss of a friend gone too soon, and evolving as an artist and a man, the 14-track album sees Cordae telling these stories and more through technicolor imagery, nimble rhymes, and fast evolving wisdom. Featuring collaborations with the likes of **Stevie Wonder, Lil Wayne, Freddie Gibbs, Eminem, H.E.R., Lil Durk, Gunna, Ant Clemons** and **Roddy Ricch**, the album has been celebrated with both a [performance](https://youtu.be/1UdBptc_Brk) and [interview](https://www.youtube.com/watch?v=unxCRLvxuU8) on ***NBC’s The Tonight Show Starring Jimmy Fallon,*** an[***NPR Tiny Desk Concert***](https://youtu.be/u5puSWxPNyA) and wide-spread acclaim. All official music videos are streaming now via YouTube [HERE](https://www.youtube.com/c/YBNCordaeOfficial/featured).

Cordae will be traveling the globe on a massive world tour that includes headline dates and highly anticipated festival performances at Hot 97 Summer Jam (June 12), Greenwood Village, CO’s KS 105.7 SummerJam (June 18), Milwaukee’s Summerfest (July 8), Chicago, IL’s Lollapalooza (July 28-31), Montreal, QC’s Osheaga Festival Musique et Arts (July 29-31), Bonner Springs, KS’s Breakaway Music Festival (August 5-6), Dover, DE’s Firefly Music Festival (September 22-25) followed by UK/ European Tour ( September 27 – October 19). For complete details, please see [www.cordaemusic.com/tour](http://www.cordaemusic.com/tour).

​​**About TED**

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TED's open and free initiatives for spreading ideas include [TED.com](http://ted.com/), where new TED Talk videos are posted daily; [TEDx](https://www.ted.com/about/programs-initiatives/tedx-program), which licenses thousands of individuals and groups to host local, self-organized TED-style events around the world; the [TED Fellows](https://www.ted.com/participate/ted-fellows-program) program, which selects innovators from around the globe to amplify the impact of their remarkable projects and activities; [The Audacious Project](https://audaciousproject.org/), which surfaces and funds critical ideas that have the potential to impact millions of lives; TED Translators, which crowdsources the subtitling of TED Talks so that big ideas can spread across languages and borders; and the educational initiative [TED-Ed](https://ed.ted.com/). TED also offers [TED@Work,](https://tedatwork.ted.com/) a program that reimagines TED Talks for workplace learning. TED also has a growing library of original podcasts, including [The TED Interview](https://www.ted.com/podcasts/ted-interview) with Steven Johnson, [WorkLife with Adam Grant](https://www.ted.com/podcasts/worklife), [Am I Normal? with Mona Chalabi](https://www.ted.com/podcasts/am-i-normal-with-mona-chalabi) and [How to Be a Better Human](https://www.ted.com/podcasts/how-to-be-a-better-human).

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