FOR IMMEDIATE RELEASE

APRIL 22, 2022

**ATLANTIC RECORDS OFFICIALLY WELCOMES CARSON, CA RAPPER JAYSON CASH**

**MUSTARD & THA EASTIE BOYZ - PRODUCED SINGLE,**

**“TOP DOWN,” OUT NOW**

**DEBUT PROJECT *READ THE ROOM* SET TO RELEASE MAY 27**

***SWAY’S UNIVERSE CYPHER* STREAMING** [**HERE**](https://www.youtube.com/watch?v=ELFM-gmYzwQ)

**WATCH “TOP DOWN”** [**HERE**](https://youtu.be/kkoSOeel9yE)

**A person sitting on a person's head

Description automatically generated with medium confidence**

DOWNLOAD SINGLE ARTWORK [HERE](https://warnermusicgroup.app.box.com/s/0gv547s5u05ui3xksyy9fyjp78lq4vfn/file/945514673378)

Atlantic Records officially announces its signing of Carson, CA-based rapper Jayson Cash with today’s [Billboard.com](https://www.billboard.com/business/record-labels/jayson-cash-signs-atlantic-records-read-the-room-mixtape-1235061751/) premiere of “[Top Down](https://jaysoncash.lnk.to/TopDown)”, available now on all DSPs and streaming services. Produced by Mustard (Roddy Ricch, Ty Dolla $ign, YG) and Cash’s in-house producers Tha Eastie Boyz (Blxst, Schoolboy Q, Ty Dolla $ign), the track is joined by an official music video, streaming now via YouTube. Cash’s full-length Atlantic debut, *Read The Room*, is set to release May 27th.

Cash – who recently rocked *Sway’s Universe Cypher*, streaming [HERE](https://www.youtube.com/watch?v=ELFM-gmYzwQ) – has been unleashing a steady series of bangers in recent months, including “[Priority (Feat. BLXST)](https://www.youtube.com/watch?v=IlzBqVPMFXc),” “[All I Know](https://www.youtube.com/watch?v=8WB-DrBs8t4),” and “[Been In My Bag (Feat. 1TakeJay & Major Myjah)](https://www.youtube.com/watch?v=HDOmAjEfJfk),” all available now for streaming and download and joined by official music videos streaming now at YouTube.

In addition, Cash has also proven his lyricism on electrifying freestyles for Real 92.3 LA’s Bootleg Kev & DJ Hed (streaming [HERE](https://www.youtube.com/watch?v=CMtKpioa1QQ)) and Power 106 Los Angeles’ *LA Leakers* (streaming [HERE](https://www.youtube.com/watch?v=8wVNeCUeGYA)), the latter of which has earned close to 30K views via YouTube and sees Cash raping over Jermaine Dupri’s “Money Ain’t A Thang” and Snoop Dogg’s “Still A G Thang.” What’s more, after local LA magazine, *A Day In LA*, dropped their “LA Rap Report Card” and gave Jayson a “D+,” instead of being salty about the grade, he jumped in the booth and responded in the freestyle fashion he’s widely known for (streaming [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fcrowdedcash%2Fsets%2Fread-the-room%2Fs-uFBVh7JUDjq%3Futm_source%3Dclipboard%26utm_medium%3Dtext%26utm_campaign%3Dsocial_sharing&data=04%7C01%7CNaiera.Robinson%40atlanticrecords.com%7C06da3a57f00e4aa5159208da1d7af2ac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637854711141653647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=yk5%2BUhhKW%2FN3mgTS96CkAsGcshWtIYa1MLJndJCQpHA%3D&reserved=0)). The Editor-In-Chief of the magazine[responded](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2FUknowcash%2Fstatus%2F1481873506983833600%3Fs%3D20&data=04%7C01%7CNaiera.Robinson%40atlanticrecords.com%7C06da3a57f00e4aa5159208da1d7af2ac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637854711141653647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=Gl97g%2FPUTZLHu5qy5tTLtk6WIJfnepTvrTYBiGjFm1k%3D&reserved=0) in fun and [Mustard](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fmustard%2Fstatus%2F1482023912510668801%3Fs%3D20&data=04%7C01%7CNaiera.Robinson%40atlanticrecords.com%7C06da3a57f00e4aa5159208da1d7af2ac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637854711141653647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=GhUlNkhgSIx%2FjvA9VhtrVREeCZ4BzbxJFIV4aAbeH9I%3D&reserved=0) stepped up to stan the freestyle as a new fan.

Standing firm on representing for his hometown, Carson, CA, Cash’s signature style is the feel of LA summer barbecues, Sunday morning services, and West Coast hip-hop. In between holding down a gig at TSA in 2017, he popped out to rep his section of Carson with early fan favorite, “[Carson In The House](https://youtu.be/oumu9hIK70I),” and hosted local concerts. In 2018, Cash dropped his *Affiliated* project, including guest appearances by Suga Free and BLXST. 2021 saw him land a deal with Atlantic Records, dropping “Priority (Feat. BLXST)” and “All I Know.” “All I Know” – which features chorus vocals R&B singer-songwriter, PJ – came to life after a creative back and forth with President of Asylum Records and EVP of A&R Atlantic Records Dallas Martin. Jayson pushed back during this discussion and let him know he had to make something for his city. The result was “All I Know,” which proved a satisfying result for both.

A person with a beard and sunglasses

Description automatically generated with medium confidence A person wearing a mask and holding his hand up

Description automatically generated with low confidence

**CONNECT WITH JAYSON CASH**

[INSTAGRAM](https://www.instagram.com/uknowcash) | [TWITTER](https://twitter.com/uknowcash) | [FACEBOOK](https://www.facebook.com/CrowdedCash)| [YOUTUBE](https://www.youtube.com/channel/UCEWnd3btemXhmp_EwEOdcYA)

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