FOR IMMEDIATE RELEASE

OCTOBER 14, 2022

**GENERATION NOW’S FIRST LADY KILLUMANTII RETURNS WITH**

***MY BAD I’M LATE* MIXTAPE**

**MIXTAPE RELEASE SUPPORTED BY VISUAL FOR STANDOUT TRACK “MY TWIN”**

**MIXTAPE EXECUTIVE PRODUCED BY MULTI-PLATINUM GRAMMY® AWARD-NOMINATED PRODUCER AND GENERATION NOW CO-FOUNDER DON CANNON**

[**STREAM/DOWNLOAD**](https://Killumantii.lnk.to/MyBadImLate) ***MY BAD I’M LATE***

[**WATCH/SHARE**](https://Killumantii.lnk.to/MyTwinVideo) **“MY TWIN”**

A picture containing person, swimming

Description automatically generated

[DOWNLOAD HI-RES ARTWORK](https://warnermusicgroup.app.box.com/s/ojzp8gn1oo6p69e6g3h1re3mfhgthrx6)

*“With such a promising start to her career, it's evident that she'll only continue to improve.” –* **COMPLEX**

*“[Killumantii has] distinct lyricism alongside heavy hitters.” –* **HYPEBAE**

Rising rap star and Generation Now signee Killumantii returns to release her latest mixtape [***My Bad I’m Late***](https://Killumantii.lnk.to/MyBadImLate)streaming now via all DSPs. After amassing over 100 million streams and inciting applause from *HYPEBAE*, *Complex*, and more, she burns as brightly as ever on this project. *My Bad I’m Late* is also accompanied by a fun, theatrical visual for the standout track, **“**[**My Twin**](https://Killumantii.lnk.to/MyTwinVideo)**”** and is available for streaming now. The mixtape and visual are also follow ups to the single “Black Wall Street” previously released this year and streaming via YouTube [HERE](https://killumantii.lnk.to/BlackWallStreetVideo).

Killumantii’s acclaimed mixtape, [*YELLOW TAPE*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkillumantii.lnk.to%2FYellowTape&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C4b48bc3872c34dc3994a08daa701e60a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638005923838713617%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=1bl73RFYkHhq861PfQbxsrzl00SgVbym0gFuAWFYnRM%3D&reserved=0), released in 2019, highlighted by the smash single, “[Envious (Feat. Juicy J)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DNZlX7thtEBk&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C4b48bc3872c34dc3994a08daa701e60a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638005923838713617%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ANN9h69Ra4ucLB4QT7cqyYQKlN7xiSBmVcOT5gibl0A%3D&reserved=0),” produced by multi-platinum GRAMMY® Award-nominated producer/Generation Now co-founder Don Cannon (Lil Uzi Vert, Jack Harlow) and joined by an official music video now boasting over **1.5M** views [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DNZlX7thtEBk&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C4b48bc3872c34dc3994a08daa701e60a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638005923838713617%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ANN9h69Ra4ucLB4QT7cqyYQKlN7xiSBmVcOT5gibl0A%3D&reserved=0). The project earned high praise upon its arrival , with [*HotNewHipHop*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hotnewhiphop.com%2Fkillumantii-drops-off-debut-yellow-tape-album-new-mixtape.118624.html&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C4b48bc3872c34dc3994a08daa701e60a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638005923838713617%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=uCCGhBweBvIPza3Kc5qEtsuo8ks1ze2irzkSPoQkNw8%3D&reserved=0) raving, “*(Killumantii) delivered on the hype with a strong output in YELLOW TAPE.*” Since the release of her debut mixtape, Killumantii has amassed over 108.5M total audio streams in the US and over 6.2M followers across her socials.

A group of women in lingerie

Description automatically generated with medium confidence

Much like a prizefighter on the hunt for a knockdown, Killumantii sticks and moves with jaggedly razor-sharp bars and head-turning hooks. The 21-year-old Atlanta rapper’s elite lyricism channels a classic hip-hop spirit set ablaze by fresh verbal flames of her own. She asserts herself as fiery and focused force with an unapologetic and undeniable style. Hailing from Atlanta, she immediately embraced music as a kid. With her mom being from Philadelphia, Killumantii developed an appreciation for Meek Mill in addition to *“the big three*,*”* i.e. Nicki Minaj, Lil Wayne, and Drake. In middle school, her teacher regularly played the classic Tupac album, *The Don Killuminati: The 7 Day Theory*. Blown away, she adopted Killumantii as an online handle. At 16-years-old, she lit up the internet with her freestyle “Rules” over Chief Keef’s “Chiraq” beat. It popped off to the tune of millions of views as she caught the attention of Generation Now/Atlantic Records and inked a deal. 2018 saw her drop *Yellow Tape* to critical acclaim and fan adoration highlighted by “Envious” [feat. Juicy J] and “Follow Me” [feat. Jacquees]. Meanwhile, “Single” [feat. Omeretta The Great] gathered 22.7 million Spotify streams and counting. Capturing growing enthusiasm throughout the culture, *HYPEBAE* urged, *“Don’t sleep on this rising star*.*”* After amassing over 100 million streams, she burns as brightly as ever on her 2022 project, *My Bad I’m Late* [Generation Now/Atlantic Records], introduced by the single “My Twin.”

# # #

A person with long hair

Description automatically generated with low confidence

**CONNECT WITH KILLUMANTII**

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