FOR IMMEDIATE RELEASE

MARCH 10, 2023

**BANKROL HAYDEN DROPS *29***

**EAGERLY-AWAITED, STAR-STUDDED NEW MIXTAPE AVAILABLE** [**NOW**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2F29Mixtape&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273763647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=MIrJl%2F3oufjP1jJ5plcbr%2FyKzkhuszF8Uojk1Aw8X0Q%3D&reserved=0)

**FIRST-EVER NORTH AMERICAN HEADLINE TOUR**

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*“Bankrol Hayden has continuously released memorable music since debuting in 2018. His quick, melodic flow is unique, and his hooks stay with you.” – POPDUST*

Rising hip-hop star **Bankrol Hayden** has unveiled his eagerly-awaited new mixtape *29*, available now on DSPs and streaming services via Atlantic Records [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2F29Mixtape&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273763647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=MIrJl%2F3oufjP1jJ5plcbr%2FyKzkhuszF8Uojk1Aw8X0Q%3D&reserved=0). Star-studded with features such as Blueface, OHGEESY, and Maxo Kream on his latest single “[**Bop Slide**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FBop-Slide&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=RGwL7wmcissp6P2XHibspRoDAwasYA8ZBN4cN6Gl%2FnA%3D&reserved=0),” the 19-track mixtape sees Bankrol Hayden doubling down on his signature quotable lyrics, hard-hitting bars, and melodic hooks.

***“29 is my divine number, it’s a number that brings the worst and best memories. And a number that follows me, guides me. I had the opportunity to work with some of my close friends on my second mixtape and I’m proud of the different layers fans will get to experience of me. It represents the peaks and pits of my life the last three years and I was fortunate to work with producers, writers who helped me display my duality on this project.” –* BANKROL HAYDEN**

*29* offers an honest look into the few years since the **1-billion** streaming rapper’s powerful debut mixtape, [*Pain Is Temporary*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FPainisTemporary&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=1CvxiVKBbASgHF1u6GGnHnYXFVepiikC5hFCx9tWhYE%3D&reserved=0)*.* The brand-new project was unveiled earlier this year with the melodic “[Can’t Change For You (Feat. charlieonnafriday & Arden Jones)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FCantChangeForYou&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=rywYCVbK4ndfq6zrFQ%2FEY1A6PLi4fBhfeAJoZTvNeAY%3D&reserved=0),” joined by an official music video directed by JakeTheShooter (Nessa Barrett, Sueco, Akon). Watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FCantChangeForYouVideo&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=fn7BhYDEqRXLvvNEZuonqENyne8PQDCLvhHFnr7mZ5A%3D&reserved=0).

Bankrol Hayden wrapped up 2022 with Christmas basketball anthem, “[Courtside](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FCourtside&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=BeFnSNk%2BhUlEPJzcz6Cj8KPAikU0xwPaacPgiMR9Ngk%3D&reserved=0).” Produced by longtime collaborator Einer Bankz (Travis Scott, 21 Savage), the bespoke track was created specifically for EPSN and ABC’s “NBA on Christmas Day” campaign and was featured extensively over the holiday season throughout all NBA on ESPN coverage, spanning promos, in-game placement, social media, and more. Named as the featured artist for all “NBA on Christmas Day” coverage, Bankrol Hayden – accompanied by producer Einer Bankz – celebrated the premiere of “Courtside” with a special appearance and live performance on ESPN’s *NBA Today*. Watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DfesO8pPWIlc&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=1%2FbN4JmRVrBeCLJUsVHYoUOOe9G7PSUeez5upp2aq54%3D&reserved=0).

Bankrol Hayden will celebrate his recent successes and much more with a long-awaited North American tour – his first headline run to date. With support from openers Karri, Killbunk and YHIM, “***The 29 Tour***” begins April 15 at San Diego, CA’s Voodoo Room and then continues through a May 18 finale at Los Angeles, CA’s The Echo. For more information and ticket availability, please visit [www.bankrol.co](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.bankrol.co%2F&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=fsGb9DOsnbkKLxRsCis79tGAWNw0UxDyVr9FL7Av1C8%3D&reserved=0).

TRACKLIST:

**BANKROL HAYDEN**

*29*

(Atlantic Records)

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1. 2001
2. Cabo
3. Deep End (feat. Lil Skies)
4. Banana
5. Bop Slide (feat. Blueface, OHGEESY & Maxo Kream)
6. Come Through (feat. Lil Tecca)
7. No Drama
8. Way Back
9. Cincinnati
10. Bussdown Baby
11. Can’t Change For You (feat. Arden Jones & charlieonnafriday)
12. Fuck Love
13. Karri’s Interlude
14. Should I Stay
15. Let Go
16. Loyalty Over Love
17. Van Hayden
18. Penthouse (feat. Zzz.)
19. Life Is Too Short

# # #

***THE 29 TOUR***



**APRIL**

15 – San Diego, CA – Voodoo Room

16 – Phoenix, AZ – The Rebel Lounge

19 – Houston, TX – Bronze Peacock

20 – Dallas, TX – Cambridge Room

23 – Atlanta, GA – Vinyl

25 – Brooklyn, NY – Baby’s All Right

26 – Washington, DC – Songbyrd

27 – Philadelphia, PA – Warehouse on Watts

29 – Cambridge, MA – The Sinclair

30 – Montreal, QC – Newspeak

**MAY**

2 – Toronto, ON – Velvet Underground

3 – Ann Arbor, MI – Blind Pig

4 – Chicago, IL – Subterranean

6 – Minneapolis, MN – 7th Street Entry

9 – Denver, CO – Globe Hall

10 – Salt Lake City, UT – Kilby Court

12 – Seattle, WA – Barboza

14 – Portland, OR  – Holocene

16 – Oakland, CA – The New Parish

17 – Santa Cruz, CA – Catalyst (Atrium)

18 – Los Angeles, CA – The Echo

# # #

**ABOUT BANKROL HAYDEN:**

With over 1B streams to date to date, Bankrol Hayden is a true phenomenon, continuously earning fans around the globe with his positive brand of soulful, pop-forward hip-hop. The talented young artist first broke out in 2017 with a series of popular YouTube videos and SoundCloud favorites. Viral smashes as “[B.A.N.K.R.O.L.](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D8mIDCLBQm-A%26pbjreload%3D10&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=YsKeuCxhkimzlP%2F4zm8mUJ%2FO8t294o0JhKmCfVEkCMg%3D&reserved=0),” “[29](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DybaISsqERqg&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=1uERC8jrZcOEeIREv6Qk%2F1JhP4tXUHxhcdlFyQ3S6eU%3D&reserved=0),” and the RIAA gold certified “[Brothers (Feat. Luh Kel)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D5ezUihQeWso&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ZXSg5kF9x7Q3fCX%2BIHZqwiSVCf2iGvSwGYwuGSIqeoY%3D&reserved=0)“ followed, the latter of which scored 30M Spotify streams and 6.5M YouTube plays in under six months. Bankrol Hayden made his Atlantic Records debut in 2020 with the hugely popular “[Costa Rica](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FCostaRica&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=vifNBfVam3uQ5KnJLj23VUjhQdj8eJmjbd8NYaym%2FQo%3D&reserved=0),” quickly earning RIAA gold certification before following up with his powerful debut mixtape, [*Pain Is Temporary*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FPainisTemporary&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=1CvxiVKBbASgHF1u6GGnHnYXFVepiikC5hFCx9tWhYE%3D&reserved=0), highlighted by such emotionally charged tracks as “[Whatchu On Today (Ft. Polo G)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DkZZfTV_YyK8&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=vjqxkHQynTg2TlKoxfYI%2F5rMsA%2FNE%2BF9BrQb0nKEUgI%3D&reserved=0),” “[Drop A Tear (Ft. Lil Baby)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DRvU-9sE3xu0&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=SizPOJV3LUkUQKEmfC7S3ECYydhLcFSX3NRhcOKVQIk%3D&reserved=0),” and “[Rich Bitch](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DvZTIvfaMZXc&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=7y5IKWxlAfHz1akxndxKHf3p9jiAqfSOcnur49U0fn4%3D&reserved=0),” all joined by official music videos streaming now at YouTube.

“Can’t Change For You” continues a run of radiant new music from Bankrol Hayden, including “[Deep End (Feat. Lil Skies)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flnk.to%2FDeep-End&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063273919892%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=3grYfJ8bgEhh8q660KFwYL%2BTEDHdhMV32OnIH4KGGeg%3D&reserved=0),” “[Van Hayden](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FVanHayden&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063274076142%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=MU3W2tylHzUxzYYzAbe%2BGBU2Lxo5FwDyLbQqgQ3PKho%3D&reserved=0),” “[F\*ck Love](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DmcXl93rKu_4&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063274076142%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=vXDobodeetVvvDSLp5G6ISJjnpylTwKm7VF7DpQRTiw%3D&reserved=0)” the RIAA gold-certified “[Costa Rica](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FCostaRica&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063274076142%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ceFOReSwhxpT9ldSBb2vrhOUthsttFsmEdkDHLnf9zM%3D&reserved=0),” “[Cabo](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fbankrol.lnk.to%2FCaboID&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063274076142%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=xyiY2Kuuh0fXkNKImjcApIliIqZSJuc%2BlBtHhfV5JlY%3D&reserved=0),” “[No Drama](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FNoDramaID&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063274076142%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=nSiHl11ty6V6FLWZs%2BcYzPVUUYZkcnb0IQSijnDWZfU%3D&reserved=0),” and 2021’s smash hit, “[Come Through (Ft. Lil Tecca)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbankrol.lnk.to%2FComeThroughID&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C8e719a0e7e8147551af608db2018d502%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638139063274076142%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=p%2B%2B42LF%2FtFZvTp%2F4KtD6si41xwfV96Y6Izl2yeOdCgU%3D&reserved=0),” the latter of which boasted over 100M worldwide streams after making top playlists such as Spotify’s “Rap Caviar” and “Most Necessary,” Apple Music’s “#OnRepeat” and “The Plug,”  Amazon’s “Fresh Hip-Hop,” and more.

Featured among YouTube’s “Artist on the Rise: Trending” series, Bankrol Hayden has also proven to be an electrifying live performer. Highlights include Chicago’s Juice WRLD Day Festival and a series of summer festival sets, with his first headline tour kicking off this Spring.

**CONNECT WITH BANKROL HAYDEN**

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