FOR IMMEDIATE RELEASE

MARCH 22, 2023

**JAYSON CASH LIGHTS UP APPLE MUSIC WITH**

**INCENDIARY “FIRE IN THE BOOTH” FREESTYLE**

**CARSON, CA RAPPER SHOWS OFF EXPLOSIVE LYRICAL SKILLS ON**

**APPLE MUSIC’S WORLD FAMOUS *CHARLIE SLOTH RAP SHOW***

**WATCH “FIRE IN THE BOOTH” FREESTYLE NOW AT APPLE MUSIC** [**HERE**](https://music.apple.com/us/playlist/fire-in-the-booth-videos/pl.fa0bb23b503a41628751b7a4bd5ae95d)

**YOUTUBE PREMIERE SET FOR THURSDAY, MARCH 23 AT 2:00 PM (ET)**

**APPLE MUSIC’S *CHARLIE SLOTH RAP SHOW* AIRS SATURDAY, MARCH 25 AT 3:00 PM (ET)**

**BRAND NEW 3-PACK PROJECT,** [***SOME MORE OF IT***](https://jaysoncash.lnk.to/SomeMoreOfIt)**, AVAILABLE NOW VIA ATLANTIC RECORDS**

****

DOWNLOAD HI-RES IMAGES HERE

***“One of the hottest new artists in West Coast hip hop.” – THE SOURCE***

***“One of the most exciting artists in the industry right now.” – LYRICAL LEMONADE***

Carson, CA-based rapper **Jayson Cash** is displaying his critically acclaimed skills with an explosive new “Fire In The Booth” freestyle, streaming now on Apple Music [HERE](https://music.apple.com/us/playlist/fire-in-the-booth-videos/pl.fa0bb23b503a41628751b7a4bd5ae95d). The dynamic improvisation will have its official YouTube premiere on Thursday, March 23 at 2:00 pm (ET)/11:00 am (PT), followed with its debut on Apple Music’s world-famous [*Charlie Sloth Rap Show*](https://music.apple.com/us/curator/charlie-sloth-rap-show/1437832972), airing Saturday, March 25 at 3:00 pm (ET)/12 noon (PT).

Cash – who is currently starring on the cover of Apple’s hugely influential “Charlie Sloth Fire In The Booth” playlist – recently shared his first release of 2023, [*Some More Of It*](https://jaysoncash.lnk.to/SomeMoreOfIt), available now via Atlantic Records at all DSPs and streaming services [HERE](https://jaysoncash.lnk.to/SomeMoreOfIt). Highlights of the 3-pack project include the dynamic title track, “Some More Of It,” joined by an official music video – directed by award-winning filmmaker Devone X. King and featuring a cameo by the legendary Bishop Don Magic Juan – streaming now at YouTube [HERE.](https://jaysoncash.lnk.to/SomeMoreOfItVideo)

*Some More Of It* marks the follow-up to last winter’s harmonious hit single, “[Okay Okay](https://jaysoncash.lnk.to/OkayOkay),” produced by long-time collaborators Tha Eastie Boyz (Blxst, Schoolboy Q, Ty Dolla $ign) and accompanied by an official visual directed by Favor Films now boasting close to 6M views [HERE](https://jaysoncash.lnk.to/OkayOkayVideo).

Last year saw the acclaimed arrival of Cash’s Atlantic Records debut mixtape, [*Read The Room*](https://jaysoncash.lnk.to/ReadTheRoom), showcasing such smash singles as the Mustard-produced “[Top Down](https://jaysoncash.lnk.to/TopDown),” “[Him (Feat. Dom Kennedy)](https://jaysoncash.lnk.to/Him),” “[Priority (Feat. Blxst)](https://www.youtube.com/watch?v=IlzBqVPMFXc),” and “[Selfish (Feat. Major Myjah)](https://youtu.be/eWZrlt40VMU),” the latter joined by an official music video, inspired by classic scenes from director John Singleton’s 2001 film, *Baby Boy*, streaming via YouTube [HERE](https://www.youtube.com/watch?v=eWZrlt40VMU).

Cash – whose label signing was announced with an exclusive feature in [*Billboard*](https://www.billboard.com/business/record-labels/jayson-cash-signs-atlantic-records-read-the-room-mixtape-1235061751/) – took to his socials shortly after the release of *Read The Room* to kick off his own version of *Freestyle Fridays*, dropping 14 freestyles on Instagram backed by a wide range of classic beats – spanning [Kendrick Lamar](https://youtu.be/yyw1I9Me-b0), [Mobb Deep](https://youtu.be/_t55ticT7IU), and [The Notorious B.I.G.](https://youtu.be/Rd_1eiMd9pI) to [YG](https://youtu.be/QSDA-ZpKiAE), [EST GEE](https://youtu.be/fvR7WjKrbpo), and [The Game](https://youtu.be/7mwlUsYalOY) – all streaming now on YouTube [HERE](https://www.youtube.com/channel/UCEWnd3btemXhmp_EwEOdcYA/videos).

Hailed by *FLOOD* as a “*standout lyricist*,” Cash lit up last fall’s BET Hip Hop Awards in Atlanta, GA with a show-stealing freestyle during the award ceremonies’ annual cypher. Highlights from the cypher – featuring Reuben Vincent, Sa-Roc, Guapdad 4000, Big Boss Vette and fellow Carson, CA native, DJ HED spinning for all the cypher moments throughout the show – can be viewed [HERE](https://www.youtube.com/watch?v=u7L_gITGmzA).

Other 2022 highlights include an appearance on *Sway’s Universe Cypher* (streaming [HERE](https://www.youtube.com/watch?v=ELFM-gmYzwQ)), as well as electrifying freestyles across platforms such as *A Trip To The Corner Store* (watch [HERE](https://www.youtube.com/watch?v=wKielfJU8wY)), Real 92.3 LA’s Bootleg Kev & DJ Hed (watch [HERE](https://www.youtube.com/watch?v=CMtKpioa1QQ)), and Power 106 Los Angeles’ *LA Leakers* (watch [HERE](https://www.youtube.com/watch?v=8wVNeCUeGYA)), the latter of which has earned more than 32K views via YouTube and sees Cash rapping over Jermaine Dupri’s “Money Ain’t A Thang” and Snoop Dogg’s “Still A G Thang.” In addition, he’s dropped freestyles direct from his car including verses over Jack Harlow’s “First Class” (watch [HERE](https://www.instagram.com/reel/Cc3kYfGMfc1/)), Buddy’s “Wait Too Long (Feat. Blxst)” (watch [HERE](https://www.instagram.com/reel/CdGn-u0JUwt/)), and Suga Free’s “I’d Rather Give You My Bitch” (watch [HERE](https://www.instagram.com/reel/Cdei5E5JfK0/)). 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 (watch [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)) forcing the Editor-In-Chief of the magazine to [respond](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. [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) soon stepped up to stan the freestyle as a new fan and “[Top Down](https://jaysoncash.lnk.to/TopDown)” was created. Cash later sat down with the EIC for A Day In LA podcast to discuss the grade (watch [HERE](https://www.youtube.com/watch?v=0Dah7vgB-T8)).

# # #

**CONNECT WITH JAYSON CASH**

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

**PRESS CONTACT**

[BRITTANY.BELL@ATLANTICRECORDS.COM](mailto:brittany.bell@atlanticrecords.com)

# # #