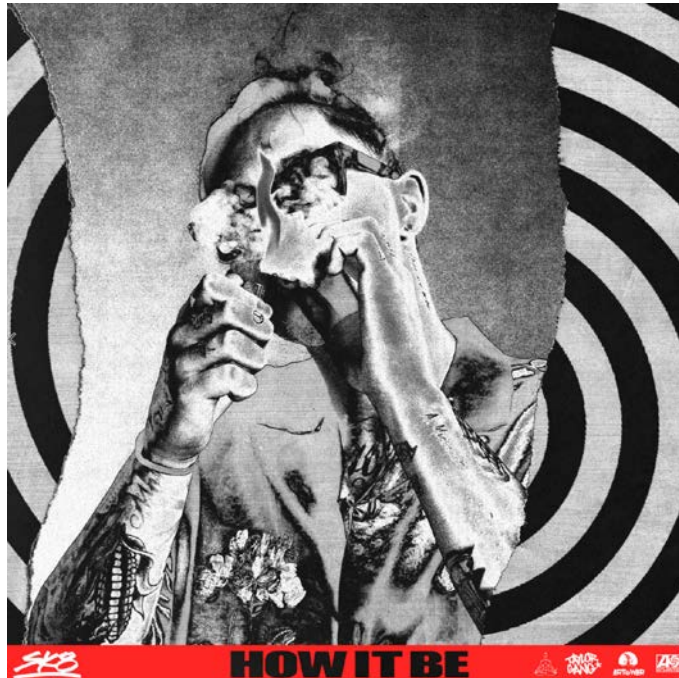


SK8 RETURNS WITH NEW SINGLE “HOW IT BE”

NEW TRACK FROM OMAHA, NE BORN SINGER ARRIVES FOLLOWING
MAJOR LABEL DEBUT *SK8SOUNDS EP* EARLIER THIS YEAR

MORE MUSIC FROM SK8 COMING SOON...

[LISTEN TO “HOW IT BE” HERE](#)



[DOWNLOAD ARTWORK HERE](#)

New York, NY – August 28th, 2020 – Omaha, NE born singer **SK8** is back with an energetic, feel-good anthem titled “**How It Be,**” released today via his own **Alignment Records** and **Art@War/Atlantic Records**. Backed by a flute-like synth and an infectious beat, **SK8**’s penchant for earworm hooks is clear as he raps about feeling on top of the world. – [LISTEN HERE](#).

ABOUT SK8:

Known for merging hypnotic rap and otherworldly R&B crooning over smoked-out landscapes, SK8 has spent countless hours perfecting his craft. Originally an aspiring pro basketball player, SK8’s trajectory changed after attending Wiz Khalifa’s *Waken Baken* tour in 2011. Shortly thereafter, the Omaha, Nebraska native was inspired to pursue music and went on to release several independent mixtapes and teamed up with fellow hometown sensation Jack & Jack for the gold-certified single “Like That.” After amassing millions of streams on his independent catalog, opening for artists including Lil Wayne, 2 Chainz and Rae Sremmurd, and embarking on his headlining *Skaterade* Tour, SK8 locked down management with Taylor Gang Management, cofounded his own imprint, *Alignment* with entertainment executive James McMillan, and signed to Atlantic Records via McMillan’s *ART@WAR* joint venture. In 2019, SK8 dropped his major label debut single, “[Private Party \(feat. 24hrs\),](#)” and subsequently released his *sk8sounds EP* in

2020 bolstered by companion visuals for the standout tracks [“Mood \(Feat. YK Osiris\),”](#) [“Omme \(Feat. Wiz Khalifa\),”](#) [“XXX”](#) and [“Take Me There.”](#)

PRESS PHOTOS:

[Credit: Daniel Kelly]



[DOWNLOAD PRESS PHOTOS HERE](#)

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