

RISING MEMPHIS RAP STAR FRESCO TREY INKS DEAL WITH WARNER RECORDS, SHARES “NEED YOU” VIDEO

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February 24, 2022 (Los Angeles, CA)– Today, Warner Records announces the signing of **Fresco Trey**, a rising Memphis rap star with a knack for melody and thoughtful songwriting. To celebrate the occasion, he’s releasing a video for “**Need You**,” an introspective recent single that reaffirms his status as a natural songwriter, and which has taken off like a rocket on TikTok. Watch the video for “Need You” [HERE](#).

*"Fresco Trey is a naturally instinctive songwriter, with an unbelievable sense for melody and lyric, finding the most memorable ways to rap and sing about universally shared experiences," says **Aaron Bay-Schuck, co-Chairman & CEO, Warner Records**. "Equally as important, he comes to us with unwavering authenticity, commitment, and dedication to his music and he’s proven that he knows exactly how to forge a direct and honest connection with his fans. He’s shown from early on all the essential qualities we look for in an artist and is most certainly on a path to becoming a global superstar. We are thrilled to have him join our roster at Warner Records."*

The video arrives on the heels of the song release and physically plants **Trey** in the center of the emotions of the track as he goes through the ups and downs of a relationship. The camera spins and time elapses in a compelling depiction of love and loss.

Cruising above melancholy guitar strings, **Trey** lays bare his thoughts on loyalty and the casualties

of chasing paper. “Made a lot of money and I lost a lot,” he raps. “Chasing your dreams tend to cost a lot.” Reflective and symbolic, “Need You” combines **Trey**’s best artistic qualities into a single anthem, showcasing his penchant for creating affecting songs you can’t help but repeat.

The video for “Need You” arrives shortly after the song itself, which has earned over 73 million views on TikTok in addition to 7.6 million global streams across platforms. Since unloading his Lil Tjay-assisted single “Feel Good” last fall, **Trey** has steadily built momentum. His most recent project, *Heartbreak Diaries*, was a showcase for all the dynamic songwriting and melodies that have propelled him into the spotlight. This past fall, he consummated his rise with “Draft Kings,” a luxurious single he released in conjunction with sports, tech, and entertainment company DraftKings.

In 2022 alone **Trey** is making big moves from being featured on the *NBA 2K22* Soundtrack to his foray into the metaverse with Budweiser, whom he released an NFT with which completely sold out.

Trey has quickly emerged as one of rap’s great melody-makers, with an uncanny talent for marrying otherworldly pop with hard-hitting production and inward lyrics. He has captivated fans and tastemakers with his pensive yet banging tracks and showing all signs of a star in the making. **Trey**’s recent run of singles proves his admirers right, and allows the young artist a moment of celebration. With “Need You” and a new record deal at his back, **Fresco Trey** is poised to make 2022 one long victory lap.

“The artist has the melodies on lock, and he knows how to captivate his audience with storytelling and some personal anecdotes. On his latest single ‘Draft Kings,’ that is exactly what he delivers to listeners, and then some.” -HOTNEWHIPHOP

“Fresco Trey is an artist you’re definitely going to want to keep an eye on, and his latest EP Heartbreak Diaries is the perfect place to start your journey as you dive further into his discography.” -LYRICAL LEMONADE

“Fresco Trey is coming into his own.” -HIPHOPDX



ABOUT FRESCO TREY:

For Fresco Trey, connection has always been more important than clout. Powered by gentle melodies and vulnerable emotions, his songs swirl together romance, paranoia, and reflections on his come-up into blurry-eyed anthems for an introspective generation. Floating over moody keys, the Memphis-raised singer, rapper, and songwriter lays himself bare on songs like “Luv Don’t Live Here,” spilling out loneliness and desperate confession. But Trey isn’t afraid to explore the happier parts of himself. He kicks back and soaks up the vibes on hits like “Feel Good.” The single is an example of the talent he hopes will inspire fans through both good times and bad. After sharing his Ruff Ryders EP in early 2019, he broke out with “By My Side,” which showcased his knack for aspirational lyrics and memorable melodies. The track reached the ears of Post Malone and the Texas artist eventually invited Trey to travel with him on tour. With momentum at his back, a Post Malone cosign, and plans for a new EP, Trey is starting to look ahead to a hopeful future. He imagines himself as a superstar, atop the world’s stage. But that’s not what he’s most concerned with. As he thinks about his new music, he just wants to continue to make honest songs that fans can relate to, to help others feel seen and understood. “I’m just trying to show that I’m human,” says Trey.

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