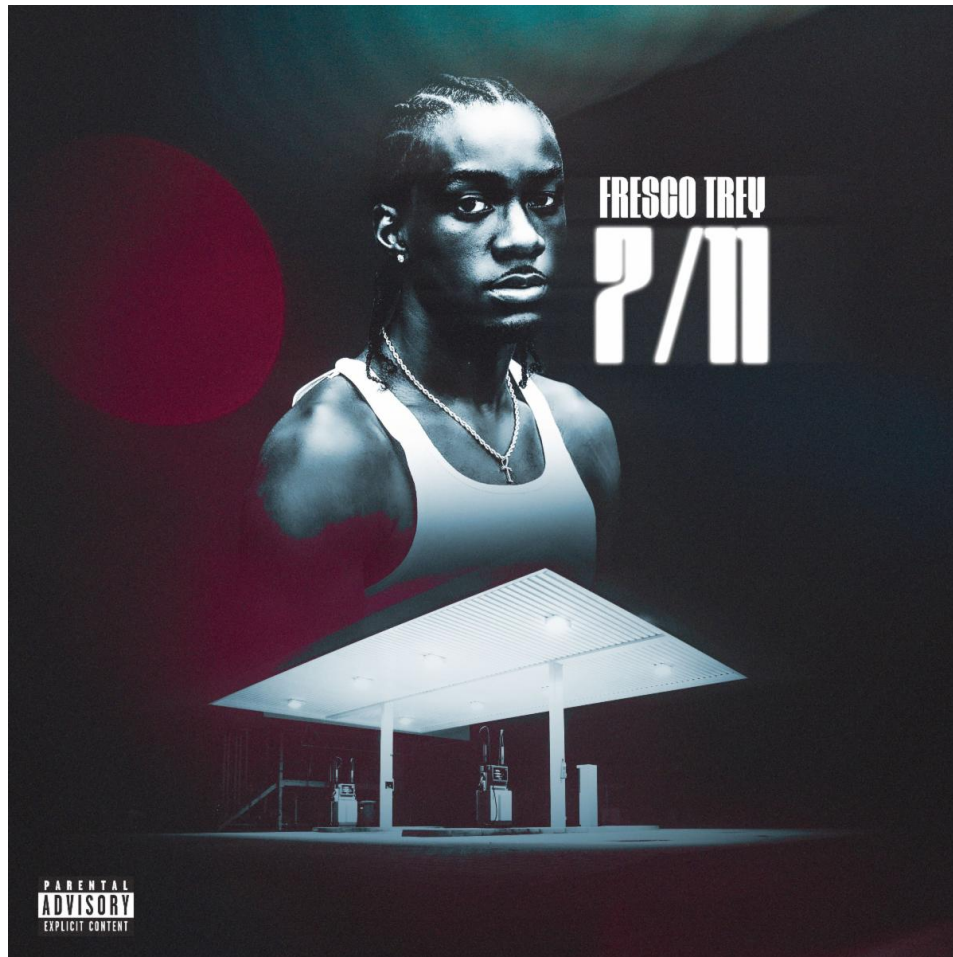


## FRESCO TREY DROPS GRITTY NEW SINGLE “7/11”

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**September 16, 2022 (Los Angeles, CA)**– Rising Memphis rapper **Fresco Trey** returns with infectious new single “7/11.” Listen [HERE](#) and watch [HERE](#) via Warner Records. The track is an extension of Trey’s melodic, emotional, and vulnerable style, which he demonstrated on May’s celebrated *Heartbreak Diaries 2* EP, the sequel to his major-label debut *Heartbreak Diaries*.

Over blues-inflected guitar lines, crisp drums, and a booming bassline, **Fresco Trey** makes it clear on “7/11” that he won’t let anything stand in the way of his goals. “*I’m sorry mama I ain’t pulling over, they gonna have to catch me,*” he spits, before eventually coming to a powerful realization. “*Had to cut some people out my life so I could elevate.*” It underlines the newcomer’s determination to level up—losing simply isn’t an option.

2022 is shaping up to be a breakout year for Trey. His *Heartbreak Diaries 2* EP boasts the runaway smash “[Need You](#),” which amassed more than 20 million global streams across platforms. Prior to that, he attracted attention with *Heartbreak Diaries*, a showcase for his dynamic songwriting and melodies including the Lil Tjay-assisted single “[Feel Good](#).” Over recent months, Trey demonstrated his range with vibrant and reflective singles like “[Key to My Heart](#),” “[Person I Came From](#),” and “[Enjoy It](#),” which featured a sprightly ukulele line from producer Einer Bankz. Trey also featured on the *NBA 2K22* soundtrack and forayed into the metaverse with Budweiser, with whom he released a sold-out NFT.

Quickly emerging as one of rap’s great melody-makers with an uncanny talent for marrying otherworldly pop with hard-hitting production and inward-looking lyrics, Trey is one of the most exciting new artists in hip-hop. To date, the rising hitmaker has garnered acclaim from *Billboard*, *XXL*, *Lyrical Lemonade*, *HotNewHipHop*, *HipHopDX*, and more. With “7/11,” he makes it clear that

he's not going to rest on his laurels. Instead, he's gearing up for even bigger and better things.

**PRESS ON FRESCO TREY:**

*"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**



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**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.

**FOLLOW FRESCO TREY:**

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