

ABOUT 2RARE:

2Rare is on a mission to bring the fun back to rap. The North Philadelphia artist born Naseem Young has immediately set himself apart from his peers over the last few years with his irrepressible charisma and the furious energy of dancefloor-ready hits. East Coast club music has been booming in the mainstream of late, but 2rare's rapid-fire bars and uncommon ear for hooks make his songs echo in your head way after you leave the club. Growing up a football player, 2Rare says that his brother and other family members rapped but that none of them broke out to the degree that he has. He and the people around him have realized that in his time making music, he's already developed a gift. The attention is extreme, but 2Rare knows he deserves it. "It's to that point where people say, 'Rare runs everything he hopped on,'" he says. "They'll hear a party song or a dance song and be like, 'Yo, put Rare on it.'" He's already proved he's more than ready for the challenge.