

FATHER SHARES VIDEO FOR “WE HAD A DEAL”

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[New York, NY - July 13, 2018] Today, Atlanta rapper/producer/artist **Father** releases the music video for “We Had A Deal.” [Click here](#) to watch.

Shot in both Atlanta and Los Angeles, the visual was directed by Father and produced by AVONNI Global.

Released last month, “We Had A Deal” was met with great critical praise. **Pitchfork** exclaims, “... [with] rattling sub-bass, plenty of open space, and sticky choruses...Father’s charisma [is evident]...he finds nuance and humor where other rappers see black and white.” **FADER** proclaims, “[Father is] an influential figure in today’s SoundCloud rap scene with flows and acidic humor for days,” while **NY Magazine’s Vulture**, **HighSnobiety** and **XXL** all included the song in their “Best Tracks of the Week” roundups.

“[We Had A Deal](#)” and “[Lotto](#)” ft. **ABRA** mark Father’s first releases since announcing his newly formed creative partnership with RCA Records. Both will appear on his forthcoming album due out later this fall via **Awful Records/RCA Records**.

Watch “We Had A Deal”: <http://smarturl.it/WHAD/youtube>

Buy/Stream “We Had A Deal”:

Multi: <http://smarturl.it/WHAD>

iTunes: <http://smarturl.it/WHAD/itunes>

Apple Music: <http://smarturl.it/WHAD/applemusic>

Spotify: <http://smarturl.it/WHAD/spotify>

Google Play: <http://smarturl.it/WHAD/googleplay>

Amazon: <http://smarturl.it/WHAD/az>

Deezer: <http://smarturl.it/WHAD/deezer>

SoundCloud: <http://smarturl.it/WHAD/soundcloud>

YouTube: <http://smarturl.it/WHAD/youtube>

Buy/Stream “Lotto” ft. ABRA:

Multi: <http://smarturl.it/xLotto>
iTunes: <http://smarturl.it/xLotto/itunes>
Apple Music: <http://smarturl.it/xLotto/applemusic>
Spotify: <http://smarturl.it/xLotto/spotify>
Google Play: <http://smarturl.it/xLotto/googleplay>
Amazon: <http://smarturl.it/xLotto/az>
Deezer: <http://smarturl.it/xLotto/deezer>
SoundCloud: <http://smarturl.it/xLotto/soundcloud>
YouTube: <http://smarturl.it/xLotto/youtube>

About Father:

If anyone could be called leader of the modern mess of a rap crew—Awful Records—it would be Father. He was an art school dropout who founded “Awful Media Group” as a video and branding service in Atlanta, later turning to music as an experiment.

He made an unlikely first breakthrough with stripped down anthems like “Nokia” and “Look At Wrist” in 2014. With the help of ILoveMakonnen, Key!, and a slew of Awful Records’ artists, Father’s first project, **Young Hot Ebony** (2014), would mark the birth of what is known today as ‘Soundcloudrap’. Since then, he has carved himself out an independent sweet spot, having grown and maintained a core fan base with two more full-length projects: **Who’s Gonna Get F*cked First?** (2015) and **I’m A Piece of Sh*t** (2016).



Photo Credit: reggie

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