

**FATHER ANNOUNCES *AWFUL SWIM* MIXTAPE DUE OUT
SEPTEMBER 21ST
IN COLLABORATION WITH ADULT SWIM**



SHARES VIDEO FOR “THOTNITE”

**ANNOUNCES HEADLINING “THE PRIVATE SHOW” TOUR KICKING
OFF THIS FALL**

[New York, NY – September 12, 2018] Today, Atlanta rapper/producer/artist **Father** announces his forthcoming mixtape, ***Awful Swim*** is set for release on September 21st via **Awful Records/RCA Records**.

The mixtape will be released as part of a campaign with Adult Swim. The partnership includes Awful Swim artwork and forthcoming merchandise designed by Emmy-award winning designer JJ Villard, Father’s music being featured in network bumps and promotions, and will see Father perform at the inaugural Adult Swim Festival in LA this October. Adult Swim will also host an exclusive preview of *Awful Swim* on September 19th on www.adultswim.com. Additionally, Father is part of the Adult Swim Singles program and kicked off round eight last week with the release of “Fashionista ” ft. Lil House Phone.

Awful Swim was initially teased on Monday with mysterious billboards in LA and Atlanta. Click [HERE](#) to see.

Father also today releases the video for “Thotnite,” which is taken from *Awful Swim*. Click [HERE](#) to watch.

To celebrate the announcement of *Awful Swim*, Father also shares he will be embarking on “The Private Show” tour, which kicks off on October 16th in London at XOYO and will hit Paris, Berlin and Hamberg. The tour will feature direct support from fellow Awful Records duo Danger Incorporated. Tickets will be on sale on Friday, September 14th at 10 AM local time on www.awfulrecords.com.

Earlier this summer, Father released [“We Had A Deal”](#) and [“Lotto” ft. ABRA](#) and their accompanying videos which marked his first releases since announcing his newly formed creative partnership with RCA Records earlier this summer. Both will appear on *Awful Swim*.

The tracks were met with great critical praise upon release. **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" on "We Had a Deal." **FADER** proclaims, "The songs reassert the Atlanta-based rapper as 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 "We Had a Deal" in their "Best Tracks of the Week" roundups.

Watch "Thotnite": <http://smarturl.it/Thotnitex/youtube>

Buy/Stream "Thotnite":

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

Itunes: <http://smarturl.it/Thotnitex/itunes>

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

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

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

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

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

"THE PRIVATE SHOW" EU Tour Dates:



October 16th – London – XOYO
October 17th – Paris – Badaboum
October 18th – Berlin – Musik & Frieden (Black Room)
October 19th – Hamberg – Waagenbau

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).

ABOUT ADULT SWIM:

Adult Swim (AdultSwim.com), launched in 2001, is Turner's network offering original and acquired animated and live-action series for young adults. Airing nightly from 8 p.m. to 6 a.m. (ET/PT), Adult Swim is basic cable's #1 network with persons 18-34 and 18-49, and is seen in 94 million U.S. homes.



Father by Rosaline Shahnnavaz
Styled by Nazanin Shahnnavaz

Keep Up With Father:

www.instagram.com/father

www.twitter.com/father
www.facebook.com/fatheraintshit/

www.rcarecords.com
www.awfulrecords.com

For Father and RCA Records, please contact:
Kristin Somin – RCA Records
Kristin.Somin@rcarecords.com

For Adult Swim, please contact:
Yash Zahdeh
Yash@biz3.net