

**BUDDY SHARES NEW VIDEO
WATCH "BLACK 2" OUT NOW**



video still

WATCH: "Black 2"

<https://Buddy.Ink.to/Black2/YouTube>

What the press is saying about "Black 2":

"calls out those who like to appropriate and profit from Black culture"

Consequence of Sound

"highlights just how much society loves to claim Black culture as their own but often ignores the reality of being Black in America and fails to protect Black lives."

Hot New Hip Hop

"Given the current state of affairs, it's a dope song to enjoy while pushing for change via social media or out in the streets during the protests."

Revolt

"Buddy once again delivers a needed letter of encouragement"

Uproxx

Today, Buddy shares the video for "Black 2," the sequel to "Black" featuring ASAP Ferg from his 2018 debut album *Harlan & Alondra*, which he performed on *The Late Late show with James Corden* alongside Ferg last year. Directed by Edgar Esteves and Buddy himself, the visual is a montage in celebration of Black life, with references including Spike Lee's 1989 classic film *Do the Right Thing* to the Black Panther Party. In the midst of the Black Lives Matter movement and the protests that have sprouted across the world to eradicate the systemic racism that permeates today, the song and visual are a reminder of the power and beauty of Black voices for the continuous fight ahead.

The visual for "Black 2" continues a momentous past few months for Buddy that have poised him to become one of the year's greatest breakout stars. Last year, he released the deluxe edition of his critically-acclaimed album *Harlan & Alondra*, joined Vince Staples on an explosive North American tour, performed at [NPR's Tiny Desk](#), *The Late Late Show with James Corden* and *The Tonight Show with Jimmy Fallon*. The same year, Buddy also played a major role in the Grammy-nominated *Revenge of the Dreamers III* album, featuring on seven tracks on the Director's Cut version including fan favorites "Costa Rica" and "1993." Most recently, he teamed up with fellow LA rapper Kent Jamz in April for *Janktape Vol. 1* which NPR called "one of the best collab tapes of 2020 so far."

Watch "Black 2" above and stay tuned for more from Buddy coming soon.



Buddy by Jack Mckain

What the press is saying about Buddy:

"One of this year's brightest insurgents"

The New Yorker

"Buddy is crossing generations, building new paths"

The New York Times

"an emerging artist to be reckoned with"

NPR

"Buddy's knack for filling up empty space in bursts like this shows he can more than carry a song all his own"

Pitchfork

(Download hi-res assets [HERE](#))

For Buddy inquires contact Bradley Bledsoe or Duncan Will at Orienteer -

bradley@orienteer.us | duncan@orienteer.us

Or contact Jamie Abzug at RCA Records -

Jamie.Abzug@rcarecords.com