

Video: Deante' Hitchcock - "Attitude" ft. Young Nudy

The Rising Atlanta Rappers Strut Their Stuff in the Black-And-White Video From Deante's Better Album, Out Now via ByStorm/RCA



The Video:

[New York, NY – May 20, 2020] With a distinctive lyrical voice that helps him stand out in his crowded hometown rap scene, Atlanta's **Deante' Hitchcock** is never afraid to speak his mind. Connecting with another one of his city's rising stars for a dramatic and stylish clip, Deante' shares the new video for "[Attitude](#)." A proudly rude Southern rap anthem with subsonic bass and whirring synths, "Attitude" portrays a defiant and fearless worldview--Deante' illustrates the life-and-death stakes of his day-to-day and **Young Nudy** stresses the importance of staying unflappable in the face of danger. Filmed in striking black-and-white ("like [Zoboomafoo](#)," rhymes Deante') and packed with picturesque views of Atlanta, the **iNightLyfe**-directed video for "Attitude" details a dramatic episode for Deante', as he fights with his girlfriend and gets arrested during a routine traffic stop. "Attitude" is the latest video for [BETTER](#), Deante's recent debut album.

Produced in its entirety by **Brandon Phillips-Taylor**, *BETTER* boasts reflective and spiritual jams like "**Flashbacks**" and "**Growing Up/Mother God**" with dirty south stompers like "**Gimme Your Money**." Deante' is an unflappable tour guide through the recesses of his mind, painting a picture of a young man trying tirelessly to become a better man. Featuring successful singles like "[I Got Money Now](#)," featuring **JID**, and "[How TF](#)" ft. **6LACK**, which earned more than 10 million streams across platforms since its March release, as well as a guest appearance from **Miguel**, *BETTER* is available everywhere via **ByStorm Entertainment/RCA Records**.

Last month, Deante' kicked off his "**Better Living**" series of interactive social media activities to help people ward off boredom while under quarantine. Collaborating with local Atlanta entrepreneurs and businesses, "Better Living" consists of workouts with Deante's trainer [Antonio Jennings](#), Yoga sessions with [Seviin Yoga](#), and candid conversations around mental health during quarantine with Lenaya Crawford of [Kaleidoscope Family Therapy](#). Additional activities include Spades tutorials, Taco Tuesdays, Mixology with [Riggs](#), Smash Sundays and more.

Fans should follow Deante' on Instagram and Twitter for the daily schedule of activities and more news about *BETTER*.

Watch "Attitude" ft. Young Nudy: <https://www.youtube.com/watch?v=0Xp83iTraTc>

Buy/Stream *BETTER*: <https://DeanteHitchcock.lnk.to/Better>

***BETTER* tracklist:**

1. "I Remember"
2. "I Got Money Now" ft. JID
3. "Attitude" ft. Young Nudy
4. "How TF" ft. 6LACK
5. "Flashbacks" ft. Miguel & St. Beauty
6. "Gimme Your Money"
7. "Circles"
8. "Shadowman's Interlude"
9. "Growing Up/Mother God"
10. "Angels"

All Songs Produced and Recorded by Brandon Phillips-Taylor

A&R - Christopher Patterson

Mixing Engineer -Elton "L10MixedIt" Chueng at Classick Studios, Chicago, IL



THE BACKGROUND

Introspective. Talented. Lyricist. These are just a few words to describe Grammy-nominated rising Atlanta artist Deante' Hitchcock. After dropping out of Georgia Southern University, Deante' decided that rap was his only option and began working harder than ever by releasing mixtapes and videos that created an undeniable buzz. His witty, charismatic social media freestyle videos generated his highest exposure, catching the attention of celebs like Wale and Charlamagne Tha God, and eventually led to a recording deal with Mark Pitts' ByStorm Entertainment.

With several impressive EPs under his lyrical belt, (*Good, So Much for Good Luck, Just A Sample, Just A Sample 2*) Deante' is following in the footsteps of the Atlanta legends that came before him such as 2Chainz and Waka Flocka. "What sets him apart from most rappers is his use of storytelling, flexibility in verses, and performances with live bands," states KarenCivil.com. The Rap Hippies declares, "Hitchcock,

who has a knack for crafting hard-hitting, comical, and oftentimes vulnerable lyrics, spits every rhyme as if his life depended on it... If every rapper was as hungry as Deante' Hitchcock, the world would be a better place. Period."

In 2019, Deante' secured a highly coveted spot on the Grammy-nominated J. Cole compilation album, *Revenge the Dreamers III*, which is currently RIAA-certified Platinum. His latest single, "How TF" featuring LVRN's 6LACK has 10 million streams and continues to gain exposure with his recently released debut album *BETTER* on ByStorm Entertainment/RCA Records.

Links:

[instagram](#) | [youtube](#) | [spotify](#) | [twitter](#) | [facebook](#)

"Attitude" ft. Young Nudy:

BETTER: <https://smarturl.it/xBetter>

"I Got Money Now" ft. JID: <https://smarturl.it/IGotMoneyNow>

"How TF" ft. 6LACK: <http://smarturl.it/HowTF>

If interested in speaking with Deante' Hitchcock, please contact:

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