

BROOKLYN'S OWN SHEFF G DROPS DEBUT ALBUM [PROUD OF ME NOW](#)



**THIRD PROJECT RELEASED THIS YEAR FROM THE
WINNERS CIRCLE LEADER**

**CHOSEN AS AUDIOMACK'S UPNOW EMERGING ARTIST DEDICATED
TO SPOTLIGHTING THE NEXT GENERATION OF GLOBAL MUSIC
SUPERSTARS**

"When Flatbush drill rapper Sheff G is at the peak of his powers, his songs are exhilarating...His raps feel like wind sprints." – [Pitchfork](#)

"... considered one of Brooklyn drill's OGs, helping mold the sound..." - [Vulture](#)

"...undeniable lyrical dexterity and the fact that his vision is focused well-beyond just his current Brooklyn borough." - [Hypebeast](#)

[New York, NY - December 16, 2020] **Sheff G**, the leader of Brooklyn's premier crew and label, **Winners Circle Entertainment**, closes out 2020 with the release of his debut album ***Proud of Me Now*** (Winners Circle Entertainment/RCA Records). With **Great John** ("on the beat by the way") helming production, ***Proud of Me Now*** is a coming-of-age lyrical journey where **Sheff** details his evolution – from his slip-ups to his come ups. Click [here](#) to listen.

Sheff kicked off ***Proud Of Me Now*** with the release of two singles, "[No Negotiations](#)" and "[Lights On](#)," both which further exemplified why Vulture named him as part of "[NY's Next Rap Generation](#)." Throughout the album, Sheff continues to play between a smooth flow and guttural style, leading beyond the Brooklyn drill movement.

“Proud of Me Now’ is my first album in partnership with RCA and my label Winners Circle. A lot of hard work went into making this album. I’m proud of the music I’m making. I’m proud of my team. I’m proud of being a CEO. I’m proud of me, now!!!,” says **Sheff G**.

Sheff G is also proud to have been chosen as **Audiomack’s latest UpNow** artist, their signature program dedicated to spotlighting and promoting the next generation of global music superstars. Announced earlier today by the streaming platform, **Sheff G** currently graces the cover of their popular **UpNow Playlist** and will be prominently featured across their channels with specialized marketing, editorial, social support, playlisting, custom videos, and more.

Over the past two years, and particularly throughout this summer, **Sheff G** kept the streets of Brooklyn and beyond ablaze with several drops, including his previous mixtape *Just For Ya’ll*, which garnered over 9.6M streams across all platforms, and the *One and Only* EP, ranked #21 on Complex’s list of [2020’s best albums so far](#). **Sheff G**’s rise to stardom began in 2016 creating a local hit, “Nightmare,” produced by Great John in his living room. The following year, he released his breakout hit “No Suburban,” followed by acclaimed 2019 project, *The Unlucky Luccy Kid*. Sheff showed no signs of slowing down dropping “No Suburban Pt. 2” which received over 21.2M streams. With each release, **Sheff G** displays a raw style addressing blunt realities with authenticity.

[LISTEN TO PROUD OF ME NOW](#)

[WATCH "LIGHTS ON"](#)

[WATCH “NO NEGOTIATIONS”](#)



[ABOUT WINNERS CIRCLE ENTERTAINMENT](#)

Incorporated in 2019, Winners Circle Entertainment includes label co-owner Sheff G, Sleepy Hollow, Eli-Fross and producer Great John, who handles a majority of the label's music production. Co-owned and operated by a solid management conglomerate which is made up of Jeremy "Jerm" Soto and Karel "White" Jorge. On the heels of the partnership with RCA Records and Winners Circle Entertainment co-led by Sheff G and Sleepy Hollow, the collective are on a mission to create a culture-defining legacy and sound. Winners Circle kicked off the partnership with a Sleepy Hollow single, "[Tip Toe](#)," featuring Sheff G. The track delivered gritty verses while juxtaposing a playful sample popularized by Tiny Tim's ukulele driven hit, "Tiptoe Through the Tulips."

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