

WINNERS CIRCLE'S SHEFF G RELEASES MUSIC VIDEO FOR "PROUD OF ME NOW"



[New York, NY – February 24, 2021] Today, **Winners Circle's Sheff G** premieres the music video for "**Proud of Me Now**," the title track from his recently release debut album. Click [here](#) to watch the Nicholas Belotti-directed video.

Since its December 2020 release on Winners Circle Entertainment/RCA Records, ***Proud of Me Now*** has garnered over **94 million streams worldwide**. The album appeared on several best new music of the week lists, including Complex, XXL, Pitchfork, UpRoxx, and DJ Booth who proclaims, "Proud of Me Now,' his third project of 2020, caps off a year that's seen the Flatbush rapper...expand sonically, adding more melodic, acoustic elements to his drill foundations."

In addition to the critical praise, **Sheff G** was recently chosen as **Audiomack's UpNow** artist, while both **Sheff** and Winners Circle comrade **Sleepy Hallow** were selected as **BET Amplified Artists of the Month** in January.

Over the past two years, and particularly throughout summer 2020, **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 "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 Hallow, 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 Hallow, the collective are on a mission to create a culture-defining legacy and sound. Winners Circle kicked off the partnership with a Sleepy Hallow 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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