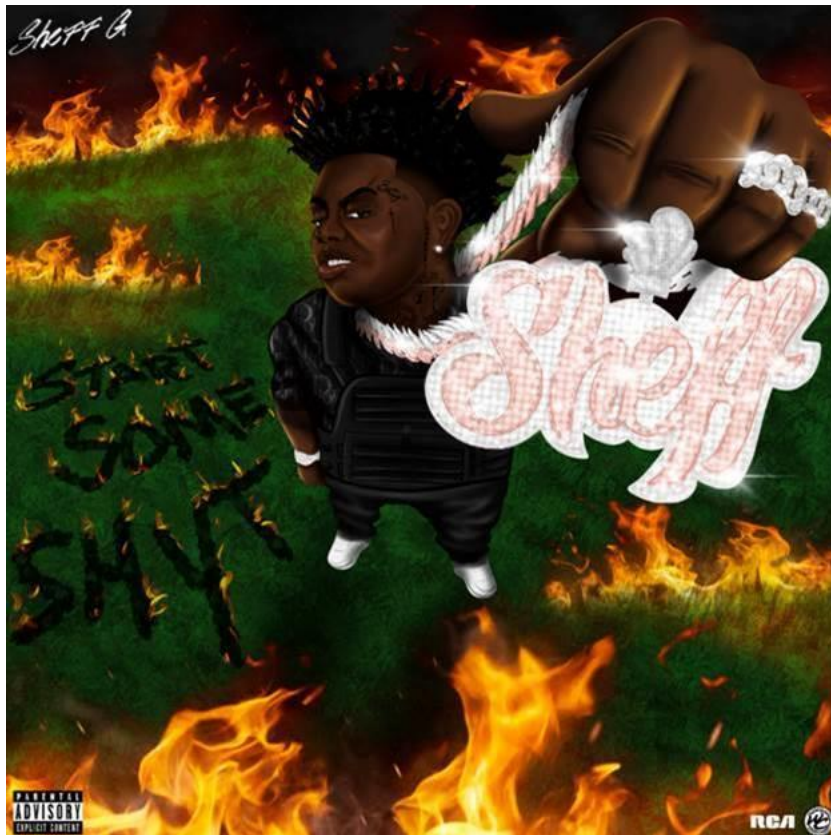


**BROOKLYN’S WINNERS CIRCLE LEADER SHEFF G
IS READY TO
“START SOME SHYT”
WITH HIS LATEST TRACK AND VIDEO**



ARTWORK CREDIT: LIFE LENS CREATIVE - KID FLVSH @KIDFLVSH

[CLICK HERE](#) TO WATCH

[New York, NY – June 28, 2021] Today, **Sheff G**, the leader of Brooklyn’s premier crew and label, **Winners Circle Entertainment**, drops new track and video **“Start Some Shyt”** (Winners Circle Entertainment/RCA Records). Marking his first release of 2021, this latest release highlights his signature raw style and blunt lyrics.

Watch “Start Some Shyt”: <https://youtu.be/EOkAZP1E1ME>

2020 was a big year for the Brooklyn rapper. He released three projects, including his **Great John**-produced (“on the beat by the way”) debut album **Proud of Me Now**, which marked his first album in partnership with **RCA Records**. Sheff G was also chosen as **Audiomack’s latest UpNow** artist, their signature program dedicated to spotlighting and promoting the next generation of global music

superstars. His previous mixtapes include *Just For Ya'll* and the *One and Only* EP, the latter ranked #21 on *Complex's* list of [2020's best albums so far](#).

Sheff G has kept the streets of Brooklyn and beyond ablaze since his rise to stardom in 2016 with 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 with the drop of "**No Suburban Pt. 2**." With each release, Sheff G further cements himself and Winners Circle as mainstays in the rap scene.

###

Buy/Stream/Watch "Start Some Shyt"

Multi: <https://smarturl.it/StartSomeShyt>

YouTube: <https://youtu.be/EOkAZP1E1ME>

Follow Sheff G on:

[Instagram](#) [Twitter](#)

For more information, please contact:

Theola Borden / RCA Records

Theola.Borden@rcarecords.com