

MAXO KREAM RETURNS WITH “LOCAL JOKER”

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PRESS ON MAXO KREAM

“Maxo Kream is a throwback: Authenticity is a core tenet of his art” - PITCHFORK

“A critical favorite and buzzing underground star...” - VANITY FAIR

“Maxo raps with a deep Southern drawl that’s a clear continuation of the city’s legacy of husky rap vocals.” - ROLLING STONE



Photo Credit: Justin Heron

[New York, NY – July 30, 2021] **Maxo Kream** returns with a new song and visual titled **“Local Joker”** via **Big Persona/88 Classic/RCA Records**. After a brief hiatus and period of reflection following the passing of his late brother, Maxo is back with something to prove. *“Local Joker explains where I’m at in my life right now. I love Houston, I’m from Houston. My merch is Houston focused. My music has a strong Houston influence-everything is Houston, it’s local,” says Maxo.* *“You can catch me in any part of Houston with the local jokers - but at the same*

time I'm not a local joker because I've grown and expanded the territory that I touch. But home will always be home- and that's Houston, Alief fasho! "Local Joker" has a sentimental and nostalgic feel, coupled with stories of trauma and celebrating how far Maxo has come.

Maxo has been calculated and intentional since cementing himself as one of Houston's best young voices. [Rolling Stone](#) says "Maxo and his Kream associates were the start of a new wave in Houston rap". His critically acclaimed album **Brandon Banks** broke the **Billboard 200** (read interview [here](#)), received an impressive rate on [Pitchfork](#) at 8.4, plus praise from [Vanity Fair](#), [Fader](#), [Uproxx](#), [Highsnobiety](#) and [Stereogum](#)'s album of the week.

Maxo will continue his upward trajectory and "Local Joker" marks a new. Stay tuned for more info soon...

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