

**SHEFF G, SLEEPY HALLOW AND A BOOGIE WIT DA HOODIE LINK UP TO  
“RUN IT UP”  
FOR NEW SONG AND VIDEO**



Photo Credit: WCE BTS: Kirby Esquea aka @kirbykurve

**VIDEO FEATURES CAMEOS BY THE CLERMONT TWINS, KARIN JINSUI AND  
MORNING STAR**

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[New York, NY – August 18, 2021] **Sheff G**, the Godfather of Brooklyn Drill, teams up with fellow Winners Circle member **Sleepy Hallow** and NYC’s King of melodic rap, **A Boogie Wit da Hoodie** for “**Run It Up**” – click [here](#) to listen to the Great John-produced track via Winners Circle Entertainment/RCA Records.

To accompany the infectious track is the eye-catching video directed by [Claudia Rezir](#), the sole woman executive from Winners Circle’s management team, with executive producers [Sheff G](#), [Sleepy Hallow](#), [Karel “White” Jorge](#), [Jeremy “JERM” Soto](#), and producer [EA Thomas](#). Filmed in New Jersey, the video concept created by Sheff and Rezir is a nod to women who fearlessly chase after their idea of success - by any means necessary. Social media powerhouses [The](#)

[Clermont Twins](#), [Karin Jinsui](#) and [Morning Star](#) drive the point home in Rezir's directorial debut. Click [here](#) to watch.

"Run It Up" is the latest from **Sheff G** as he continues to make his presence felt since his rise to stardom in 2016 with local hit "Nightmare." The following year, he released his breakout hit "No Suburban," followed by acclaimed 2019 project, *The Unlucky Luccy Kid*. 2020 was a big year for the Brooklyn rapper. He released three projects, including his official debut album [Proud of Me Now](#), which marked his first album in partnership with **RCA Records**. His previous mixtapes released last year 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](#). With each release, Sheff G further cements himself and Winners Circle as mainstays in the rap scene.

Buy/Stream/Watch "Run It Up":  
Multi link: <https://smarturl.it/xRunItUp>



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