

**LATTO BRINGS THE “BIG ENERGY”  
IN HER NEW SINGLE AND VIDEO  
OFF FORTHCOMING PROJECT OUT SOON**



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[New York, NY – September 24, 2021] Today, Atlanta-based rapper **Latto** (*formerly Mulatto*) shares her melodic, catchy new single and video “**Big Energy**” via **RCA Records**. The eye-catching visual made its official broadcast premiere today on **MTV Live, MTVU, BET Jams & BET Hip Hop**. This latest single will be on Latto’s forthcoming project coming soon.

The **Tom Tom Club**-sampled “**Genius of Love**” track gives a new life to the classic melody. “Big Energy” shows Latto embracing this new chapter in her career – manifesting good fortune and not only hitting bar after bar with witty, captivating lyrics, but seeing her step outside of rapping once more to sing, highlighting that she’s got vocals too.

Watch “Big Energy”: <https://latto.lnk.to/BigEnergy/YouTube>

This release follows her recent **2021 MTV Video Music Awards (VMA) performances** on their **Extended Play Stage** where she gave fans a sneak peek snippet performance of “Big Energy” along with performances of “Bitch From Da Souf” and “Muwop.” In addition to her VMAs performance debut, she received her first VMA nomination for “**MTV Push Performance of the Year**” for “Sex Lies.” She was also nominated for “**Best New Artist**” and “**Best Female Hip-Hop Artist**” at the **2021 BET Awards**. Earlier this

year, Latto released [“The Biggest,”](#) the first official release under her new moniker and of 2021 that explained the 22-year-old rapper’s reasoning for the stage name change, her intentions and moving forward with this new phase of her career.

With all the accolades and awards nominations continuing to mount, it’s clear that Latto is *still that bitch*. From her recent appearance on the **F9: Original Motion Picture Soundtrack** alongside Lil Durk and Don Toliver for “Fast Lane” to her energetic sets at festivals like Rolling Loud Miami and Lyrical Lemonade’s Summer Smash, she continues to elevate. Her hit track “Bitch From Da Souf (Remix)” featuring Saweetie & Trina is RIAA-certified Platinum and her track “Muwop” featuring Gucci Mane is RIAA-certified Gold, making Latto the first ever female solo rapper from Atlanta to go RIAA-certified Gold or Platinum. Her 2020 major label debut album **Queen of Da Souf**, along with the extended version, has garnered over **700 million streams worldwide**. Throughout the past two years, Latto’s been praised, featured and interviewed by various press outlets including **NPR, Billboard, FADER, XXL, Complex, Vogue, ELLE, Interview Magazine, T: New York Times Style Magazine, Cosmopolitan, Allure, GQ, PAPER, ESSENCE, Pitchfork, Noisey** and more.

Big Latto’s got that real big energy and shows no signs of stopping. Stay tuned for more from Latto coming soon.

Buy/Stream/Watch “Big Energy”:  
Multi: <https://latto.lnk.to/BigEnergy>  
YouTube: <https://latto.lnk.ti/BigEnergy/YouTube>



**Buy/Stream/Watch “The Biggest”:**

Multi: <https://Latto.Ink.to/TheBiggest>

YouTube: <https://Latto.Ink.to/TheBiggest/YouTube>

**Keep Up With Latto:**

Instagram: <https://www.instagram.com/latto777/>

Twitter: <https://twitter.com/Latto>

YouTube: <https://www.youtube.com/latto777>



*Photo Credit: Marcelo Cantu*

**About Latto:**

Raised in Atlanta, GA, 22-year-old rising rapper **Latto** has been making a name for herself since she was 10 years old. *The Rap Game* Season One winner has continually released music since 2016 and signed with **RCA Records** in 2020. In June 2019, Latto released her EP **Big Latto**, which included her breakout-hit song “**Bitch From Da Souf.**” The December 2019 release of her follow-up project, **Hit The Latto**, contained the remix version of the track featuring **Saweetie & Trina**, the accompanying video has been

viewed **over 78 million times**. Prior to the aforementioned, her impressive catalog of music includes *Miss Mulatto* (2016), *Latto Let 'Em Know* (2017) and *Mulatto* (2018).

As part of the elite new wave of female rappers, such as Flo Milli, City Girls, Saweetie and more, Latto has proven that her pen game, replete with witty and raw verses, is unmatched. Her track **“Bitch From Da Souf (Remix)”** featuring **Saweetie** and **Trina** went **RIAA-certified Platinum**, making Latto the **first solo female rapper from Atlanta** to accomplish this feat. The 22-year-old was also one of only two women inducted into the **XXL 2020 Freshman Class**, earning her another major milestone in her burgeoning career. In August 2020 Latto released her major label debut project **Queen of Da Souf** and later that year also released the extended version of the project. Combined, both versions garnered **over 700 million streams worldwide** and had multiple standout tracks including **“In n Out”** feat. **City Girls**, **“Sex Lies”** featuring **Lil Baby** and the now **RIAA-certified Gold** track **“Muwop”** feat. **Gucci Mane**. In addition to her own music, Latto has been inescapable; from her cameo in **Cardi B’s** iconic **“WAP”** video featuring **Megan Thee Stallion**, to countless features including **Chris Brown & Young Thug’s “Go Crazy (Remix)”** with **Future** and **Lil Durk**, **Chloe & Halle’s “Do It” (Remix)** with **Doja Cat** and **City Girls**, **NLE Choppa’s “Make Em Say”** and **Hitmaka’s “Thot Box (Remix)”**, she’s proven that Big Latto is bigger and better than ever before.

Latto’s first official release of 2021, **“The Biggest,”** was the introduction to her new moniker that explained her reasoning for the name change, her intentions and moving forward into the next stage of her career. To start off the new chapter, Latto received her first-ever nominations for **“Best New Artist”** and **“Best Female Hip-Hop Artist”** at the **2021 BET Awards**. Recently, Latto performed at the **2021 MTV Video Music Awards (VMAs)** on their **Extended Play Stage** where she gave fans a sneak peek snippet performance of her single **“Big Energy”** along with performances of **“Bitch From Da Souf”** and **“Muwop.”** In addition to her VMAs performance debut, she received her first VMA nomination for **“MTV Push Performance of the Year”** for **“Sex Lies.”** From her appearance on the **F9: Original Motion Picture Soundtrack** alongside **Lil Durk** and **Don Toliver** for **“Fast Lane”** to her energetic sets at festivals like **Rolling Loud Miami** and **Lyrical Lemonade’s Summer Smash**, she continues to elevate. Latto’s newly-released single **“Big Energy,”** which will be on her forthcoming project coming soon, proves that point further. The track shows Latto embracing this new phase in her career – manifesting good fortune and hitting bar after bar with witty, captivating lyrics. Big Latto’s *‘got that real big energy’* and shows no signs of stopping.

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