

MAXO KREAM ANNOUNCES *WEIGHT OF THE WORLD* ALBUM

NEW SINGLE & VIDEO FOR “BIG PERSONA”
FEATURING TYLER, THE CREATOR

ALBUM DUE OUT IN OCTOBER



Credit: Justin Heron

[New York, NY – September 7, 2021] Houston rapper **Maxo Kream** shares a massive new song and video for “**Big Persona**” featuring **Tyler, the Creator**, out now via **Big Persona/88 Classic/RCA Records**. The title is self-explanatory of the type of person Maxo is and the record is reminiscent of a braggadocious southern trap anthem. “Big Persona” arrives with a music video that gives an unfiltered all access look at Maxo and Tyler doing everything BIG - burning tires and doing donuts in a Rolls Royce. **Persona** is also the name of **Maxo’s streetwear brand** and a way to honor his late brother.

With this new release comes the announcement of Maxo's forthcoming ***Weight of the World*** album due out this October. This marks a pivotal moment in Maxo's life and career: too famous for the streets and one moment away from being a hip hop luminary. Through *WOTW*, Maxo will detail the ups & downs without his brother on the path to his next step. Maxo Kream is already Houston's best young voice with [Rolling Stone](#) saying he was "*the start of a new wave in Houston rap*". In a comeback to rap this summer, he shared a visual to "**Local Joker**" which got praise from **Pitchfork, The Fader, Billboard, Complex** and more. His 2019 studio album ***Brandon Banks*** proved to be a critical breakthrough - landing in the **Billboard 200** and scoring an impressive 8.4 on Pitchfork.

DOWNLOAD / STREAM / BUY "BIG PERSONA"
<https://MaxoKream.Ink.to/BigPersona>

WATCH VIDEO
<https://MaxoKream.Ink.to/BigPersona/YouTube>

WATCH "LOCAL JOKER":
<https://MaxoKream.Ink.to/LocalJoker/YouTube>



Credit: Justin Heron

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