

SHEFF G RELEASES NEW SONG & VIDEO “DRUM DUMMY” TO CELEBRATE HIS 23RD BIRTHDAY

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“When Flatbush drill rapper Sheff G is at the peak of his powers, his songs are exhilarating...His raps feel like wind sprints.” – [Pitchfork](#)

(New York, NY – September 23, 2021) Today, **Sheff G**, the leader of Brooklyn’s premier crew and label, **Winners Circle Entertainment**, releases new song and video “[Drum Dummy](#)” (Winners Circle / RCA Records) to celebrate his 23rd birthday. Although currently incarcerated, **Sheff G** wanted to release this song to thank his fans for supporting him during his time away. This new melodic softhearted record, produced by **Great John**, captures his pain and tough upbringing in Flatbush, showing that his spirit is still going.

Buy/Stream/Watch “Drum Dummy”:
Multi-Link: <https://smarturl.it/DrumDummy>

Earlier this month, Sheff G connected with Sleepy Hallow and A Boogie Wit Da Hoodie in “**Run It Up**” as he continues to make his presence felt since his rise to stardom in 2016. 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 mixtape releases 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.





(photo credit: Winners Circle)

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