

GRAMMY-NOMINATED ARTIST DEANTE' HITCHCOCK RELEASES NEW SINGLE "ALONE"

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DEANTE HITCHCOCK

"One of the Atlanta rappers to watch" – **UPROXX**

"On the precipice of one of the most impressive runs this year" – **HotNewHipHop**

"Hip-hop's real certified lover boy" – **VIBE**

March 23, 2022 – Today, Grammy-nominated Atlanta rapper **Deante' Hitchcock** releases "**Alone**," his new single out now via **ByStorm Entertainment/RCA Records**. The slow cut, driven by the sensuous strum of guitar strings, finds Deante' weighing the risks of letting his guard down for a potential love interest or whether they are both better off alone.

"We're so busy trying to be understood we forget how to be understanding," says Deante'. *"Everybody's trying to figure this thing out, but it's so hard, man. On one end, it's like I'm better off alone, so I don't have to deal with anyone else's shit, but it's also like damn, I'm better off alone to not have to deal with my shit either. But I'm trying, ya know."*

The latest in a run of relationship-driven releases set to come from Deante' this year, "Alone" follows the release of his Valentine's Day-themed EP *Everyday The 14th* in February, which received critical acclaim. Featured by *XXL*, *Hypebeast*, *HipHopDX*, *Okayplayer*, and more as one of the 'Best New Releases of the Week,' *Lyrical Lemonade* praised the project, noting that it "further solidifies Deante' Hitchcock's immense skill and versatility as an artist," while *The Source* called the EP a "tight, solid listen for returning fans and newcomers alike."

Last week, Deante' also announced the launch of **The Mother God Project** in partnership with local Atlanta nonprofit **Access to Capital for Entrepreneurs Inc. (ACE) Women's Business Center**. Powered by Deante', The Mother God Project will provide assistance to 100 women within the community in order to successfully launch their own businesses. The selected participants will each have the opportunity to obtain their own LLCs within Atlanta, in addition to receiving 1:1 coaching and training.

About Deante' Hitchcock

Introspective. Talented. Lyricist. These are just a few words to describe Grammy-nominated Atlanta artist Deante' Hitchcock. After dropping out of Georgia Southern University, Deante' decided that rap was his only option and began working harder than ever by releasing mixtapes and videos that created an undeniable buzz. His witty, charismatic social media freestyle videos generated attention, leading him to open for acts such as Lil Uzi Vert and Yo Gotti, and eventually led to a recording deal with Mark Pitts' ByStorm Entertainment.

With several impressive EPs under his lyrical belt (*Good, So Much for Good Luck, Just A Sample, Just A Sample 2*), in 2019, Deante' secured a highly coveted spot on the Grammy-nominated J. Cole and Dreamville compilation album, *Revenge Of The Dreamers III*, which is currently RIAA-certified Platinum. He released his debut album *BETTER* on ByStorm Entertainment/RCA Records in 2020, featuring the single "How TF" feat. 6LACK and collaborations with JID, Young Nudy, Miguel, and St. Beauty. Following suit with the deluxe version of *BETTER* later that year, which featured appearances from Guapdad 4000, Kenny Mason, Ro James, and more, the project solidified Deante' as a must-watch artist within the next wave of Southern rap, garnering critical acclaim and 'Best of 2020' placements across *Complex*, *NPR*, *XXL*, and *UPROXX*.



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