

BET AWARDS *BEST NEW ARTIST* WINNER

LATTO

DROPS NEW TRACK + VIDEO

“P🌸SSY”

VIA RCA RECORDS

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Artwork by Katie McIntyre (@katie.mcintyre)

777 ALBUM OUT NOW

[New York, NY – July 15, 2022] Today, ATL-based *Queen Of Da Souf* rapper **Latto** drops her timely new single and video **“PUSSY”** via **RCA Records** – [click here](#) to listen / [click here](#) to watch. The latest single is a reply to the overturning of **Roe Vs. Wade** that happened at the end of last month. In addition to using her platform to spread awareness and be vocal on this crisis, Latto is also donating a portion of the proceeds from this release to **Planned Parenthood**. Recently, Latto delivered a show-stopping medley performance of **“It’s Givin”** and **“Big Energy (Remix)”** – for the latter she brought out **Mariah Carey** and **Young Dirty Bastard** – after winning her first-ever award for **“Best New Artist”** at the **2022 BET Awards** – watch the performance [HERE](#) / watch her acceptance speech [HERE](#).

WATCH “PUSSY”: <https://latto.lnk.to/pxssy/youtube>

For the video co-director (alongside Latto who also directed) and cover art, Latto chose powerful women to collaborate with on this important release – director **Sara Lacombe** and artist **Katie McIntyre**. Both chimed in on their experience working on the project and with Latto:

Sara Lacombe on working on the video and the overall concept with Latto: *“It was really important for Latto and I to collaborate on this video especially with woman’s rights being such a hot topic at the moment. Let’s be honest, America has always been good at oppressing people. So, for women, our rights, how the world treats us, gender roles and our overall place in society isn’t just news it’s something we deal with every single day, sometimes loudly and sometimes quietly. We are repeatedly reminded of how we ought to behave or who we should be, constantly being forced into a box. This video is symbolic that we can be both hard (her lyrics) and soft (the world we placed her in) at the same time. The world is always going to tell us who to be, that’s probably never going to stop, that’s why it’s more important than ever for woman to stand in their truths and know who they are.”*

Katie McIntyre on working on the cover art for the single: *“This track is an instant classic. It was amazing to get to create a powerful piece of art for Latto. I think it adds another dimension to the message that she is putting a spotlight on a feminist artist with this cover. This cover is all about the rise of the collective feminine against opposing forces. The woman in front of this outdated institution is breaking the ground with her body, just like we will break new ground in the continuing fight for women’s rights. This cover asks you to look at what you’re most afraid of, see the power in it, and know that it’s stronger than your attacks. It says: we are not beautiful, we are sublime.”*

In March of this year Latto released her critically acclaimed album **777** that debuted in the **top 20 at #15** on the **Billboard Hot 200** chart and **top 10 at #6** on the **Billboard Top Rap Albums** chart. It’s recently landed on various outlets **“Best of the Year (So Far)”** lists including **Rolling Stone, Billboard, XXL, Consequence of Sound** and more – [click here](#) to listen. Her latest project includes the electric single **“Wheelie”** featuring **21 Savage**, her top 10 Billboard-charting hit single **“Big Energy”** (plus the **“Big Energy (Remix)”** with **Mariah Carey** and **DJ Khaled**) and her melodic track **“Soufside,”** which paid homage to her roots in ATL. Latto recently went on her first headlining tour this past year, the **777 Tour**, and she’s gearing up to hit the road again as a guest on **Lizzo’s The Special Tour** which kicks off **September 23rd** in Florida.

For the past two years and counting, Latto's made it known that she's *the one you bitches hate, but they can't get past*. To start off 2021, Latto released "[The Biggest](#)," the first official release under her new moniker, which explained the 23-year-old rapper's reasoning for the stage name change, her intentions and moving forward with this new phase of her career. Following that with the release of her hit **RIAA-certified Platinum** single "[Big Energy](#)" in September 2021 has made Latto inescapable. She went on to make history with the single as **the first female rapper to ever have a #1 record at Pop, Rhythm and Urban Radio** with the same single. Overall, she's also **the first female artist in 12 years** to accomplish this feat, joining the company of **Rihanna** ("Rude Boy"), **Alicia Keys** ("No One"), **Beyoncé** ("Irreplaceable"), **Mary J. Blige** ("Be Without You") and **Mariah Carey** ("We Belong Together"), the last five to previously achieve this. In November 2021, Latto had her late-night television debut on **Late Night With Seth Meyers** performing the certified smash hit and followed it with a medley performance of her tracks "**Sunshine**" and "Big Energy" on **The Tonight Show Starring Jimmy Fallon**.

With this new chapter of her career, Latto's star continues to rise with elevated performances and accolades. She received her first-ever nominations for "**Best New Artist**" and "**Best Female Hip-Hop Artist**" at the **2021 BET Awards**. She followed that with performances at the **2021 BET Hip Hop Awards** and **2021 MTV Video Music Awards (VMAs)**. She performed a medley of "**Big Energy**" and "**Soufside**" at the **BET Hip Hop Awards** and at the **VMA's** she gave fans a sneak peek snippet of "**Big Energy**" prior to its release along with performances of her **RIAA-certified Platinum** singles "**Bitch From Da Souf**" and "**Muwop**" on their **Extended Play Stage**. In addition to her **VMAs** performance debut, she received her first VMA nomination for "**MTV Push Performance of the Year**" for "**Sex Lies**." At the close of 2021 and beginning of 2022 she was nominated for two **2021 Soul Train Awards** and one **2022 NAACP Image Award** for **Chris Brown's "Go Crazy (Remix)"** with Young Thug, Lil Durk and Future. In 2022, she was also nominated for "**Top Rap Female Artist**" for the **2022 Billboard Music Awards** and gave a new, elevated performance of "Big Energy" – [click here](#) to watch.

With over **880 million streams** worldwide across all platforms and accolades continuing to rack up from her success, it's clear that Latto has set the stage to become a global superstar.

Buy/Stream/Watch "PUSSY":

Multi: <https://latto.lnk.to/pxssy>

YouTube: <https://latto.lnk.to/pxssy/youtube>

Buy/Stream 777 Album:

Multi: <https://Latto.lnk.to/777>



Photo Credit: John Cannon

Watch “Wheelie” featuring 21 Savage:

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

Watch “Big Energy”:

YouTube: <https://latto.ink.to/BigEnergy/YouTube>

Watch “Soufside”:

YouTube: <https://latto.ink.to/Soufside/YouTube>

Keep Up With Latto:

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

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

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

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About Latto:

Breakout *Queen of Da Souf* rapper Latto has been making a name for herself since she was eight years old and hasn't stopped since. *The Rap Game* Season One winner has continually released music and in 2020, it landed the ATL-based artist a deal with RCA Records. In the past two and a half years, the 23-year-old released her project *Queen of Da Souf* followed her most recent album 777 while continuing to

elevate and garner accolade after accolade. To name a few – she’s the first female rapper to ever have a #1 record at Pop, Rhythm and Urban Radio with the same single (“Big Energy”), the first solo female rapper from Atlanta to receive an RIAA-certification (both Gold and Platinum) and amassed her first top five hit on the *Billboard Hot 100* with “Big Energy” (peak #3). She’s also performed on various late night television shows and televised award shows including the *2022 Billboard Music Awards*, *The Tonight Show Starring Jimmy Fallon*, *Late Night With Seth Meyers*, *BET Awards* and more. Latto’s embracing this new phase in her career – manifesting good fortune and hitting bar after bar with witty, captivating lyrics, but staying true to herself and her roots. Big Latto’s ‘*got that real big energy*’ and shows no signs of stopping.