

TykeT

PRESIDENT OF DRIVEN

THIS
CAN'T
BE
LIFE



THE NEW ANTHEM FOR SOCIAL JUSTICE



FOR IMMEDIATE RELEASE

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“This Can’t Be Life” is the Latest Release from Rapper Tyke T
The Song Speaks to the Reality of What’s Going on In America Today

(MEMPHIS, TENN) Nationally recognized hip-hop artist, Tyke T, blends the slickest street sounds with conscious reflections of modern American society. “This Can’t Be Life,” a new single from the Tennessee native, is being released as a part of Black History month and as a way to draw attention to the plight of African-Americans in this country today.

“This Can’t Be Life” was my opportunity to artistically discuss what’s going on in our communities as well as the strong resolve African-American’s have as a people to rise from those situations,” said Tyke T. A skilled songwriter, Tyke T is able to fuse sincere lyrics with his unapologetically bold, infectious style. His music perfectly articulates the struggle many face trying to attain the American dream with humility, humor and an undercurrent of determination that belies his casual manner.

“In today’s music especially with commercial or urban platform you have to have somebody with a finished product,” said Devin Steel, DJ at K97 in Memphis. “You can take [Tyke-T’s] single on the radio and it competes with a Beyonce, Chris Brown or Pharrell.”

“This Can’t Be Life” is available on drivenbymusic.net and at all major digital retailers.

In 2014 Tyke T was crowned the winner of Clear Channel Radio Station K-97’s Next Big Thing 6 contest and the 1st Memphis Grizzlies Showcase champion, in which he performed center court in front of over 17,000 fans. Tyke T was also a top 8 finalist in the VH1 Make a band famous competition.



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ABOUT T

In Hip Hop, originality is king. Beats, rhymes and rhythms fill space and time, but newness, freshness, the enviable "it" factor drives evolution and popularity.

Tyke T lives at the corner of original and fresh. The Tennessee talent is exploding onto the national scene, winning contest after contest, award after award, while continuing to evolve as an artist.

The accolades started in 2014, when T, already a regular local performer, won K97's "Next Big Thing 6" contest. A month later he won the first ever Memphis Grizzlies showcase. Currently, his single, "Stop Us Now" is regularly featured during the third quarter of Grizzlies home games.

Local television appearances followed, then prestigious opener spots (for Lil' Boosie and B.O.B.) and a slew of local TV appearances. Then he made a national jump.

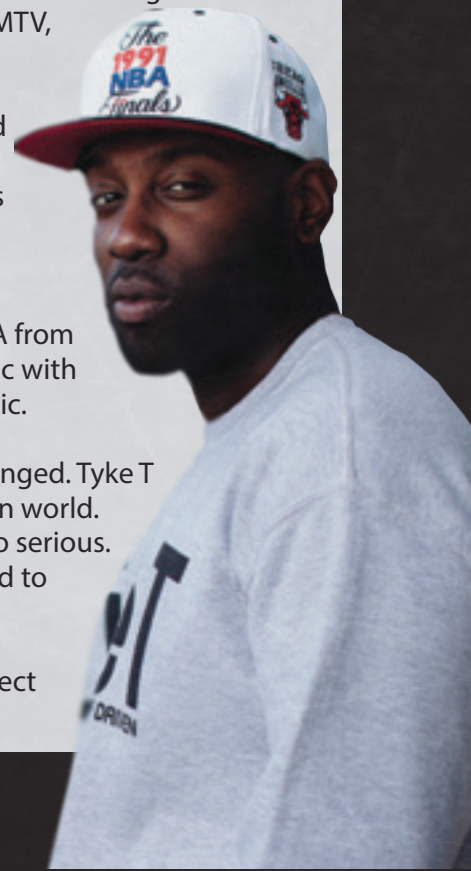
Oxygen featured Tyke's music in August. In March of 2015, "OBAH" was played on VH1. The next month, "Nothing to Lose" showed up on the same network. In May of last year, "Like 'Dis" launched to a top 20 spot in Snoop Dogg's Naked Song Competition. Since then, "Nothing to Lose" has appeared on MTV, and "NoO" has aired on VH1.

Credit the rapid expansion to Tyke T's originality, tenacity, and talent. While influenced by greats like Jay-Z, OutKast, UGK, 8Ball & MJG, Bobby Brown and B.B.D., Tyke T's music combines sincere lyrics with an unapologetically informed, bold and infectious style that is the basis for his unique sound.

There's also an original background here. Tyke T holds an MBA from Middle Tennessee State. Knowledge allows him to be scientific with his art, adding a brand new layer of sophistication to the music.

In the past few decades, the path to the American Dream changed. Tyke T sees that and uses his lyrics to reflect the reality of the modern world. Achieve the dream, but stay humble. Stay focused but not too serious. Reach for the stars but never forget the determination needed to face every day.

Tyke's T's hip hop reflects today's world and provides the perfect soundtrack for navigating through it.





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CREDITS AND MILESTONES



August 2015

“NoO” played on **VH1**’s Black Ink Crew

August 2015

“Nothing to Lose” played on **MTV**’s One Bad Choice

May 2015

“Like Dis” Top 20 placement **Snoop Dogg**’s Naked Song Competition

April 2015

“Nothing to Lose” played on **VH1**’s **Love & Hip Hop Atlanta**

March 2015

“OBAH” played on **VH1**’s Black Ink Crew

October 2014

Performance at Tennessee’s River Arts Fest

August 2014

Placement on **Oxygen**’s Sisterhood of Hip Hop

June 2014

Opener performance for B.O.B.

June 2014

Top 8 finalist on **VH1**’s Make a Band Famous

May 2014

Opener performance for Lil Boosie

April 2014

Winner, Memphis Grizzlies’ Showcase

March 2014

Winner, K97’s “Next Big Thing” contest



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