|  |  |
| --- | --- |
| |  | | --- | | A black background with a black square  Description automatically generated with medium confidence | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | | **300 WELCOMES EL SNAPPO**  **RISING FLORIDA RAPPER RELEASES “CYBER TRUCK”**  **DELIVERS EXPLOSIVE PERFORMANCE OF BREAKOUT HIT “BACK2SERVE’N” WITH**[**ON THE RADAR**](https://youtu.be/zgLl1SoFg6M?feature=shared) |  |  |  | | --- | --- | | |  | | --- | | [**WATCH HERE**](https://youtu.be/2u5AzvXROeE?feature=shared) | |  |  | | --- | | A person sitting on a couch  Description automatically generated | |

|  |
| --- |
|  |

|  |  |
| --- | --- |
| |  | | --- | | Primed to lead the next era of Broward County Hip-Hop, rising Florida rap phenomenon **El Snappo** revs up a brand new single entitled “Cyber Truck” out now. The track notably serves as his proper debut for **300 Entertainment**. Watch the thrilling music video which premiered exclusively on ***HotNewHipHop***[**here**](https://www.hotnewhiphop.com/809419-video-premiere-el-snappo-cyber-truck-hip-hop-news).  On the new deal, **El Snappo** shares *“Honestly, I feel like I’m at home. I wouldn’t have wanted this to happen any other way. 300 Bands in the bank!”*  Produced by Yak Beats (Sexyy Red, Hotboii), “Cyber Truck” boasts hypnotic synths and a bluesy saxophone loop as thick 808s underscore Snappo’s bold and braggadocious bars. He flaunts his fiery flow until the hook kicks into high gear. Pulling up with style, he proclaims, *“I just came through, cyber truck*.*”* | |

|  |  |
| --- | --- |
| |  | | --- | | **ABOUT EL SNAPPO:**  El Snappo has bulldozed a path of his own out of Hip-Hop hotbed Broward County, Florida. Hailing from the breeding ground responsible for the likes of Kodak Black and XXXTENTACION, the Lauderhill native carries on the legacy of the region by breaking ground and burning down expectations. At just five-years-old he gravitated to music, freestyling with his father who encouraged him to become an artist. Life threw one challenge after another at the budding talent and he endured homelessness at age 14. He survived by taking to the streets while simultaneously perfecting his craft and lyricism. Snappo gained traction independently with heatseekers like “All Of A Sudden,” “Brick Man,” and “3:35.” In 2024, he reached critical mass with his money-making anthem “Back2Serve’n” which exploded on TikTok with millions of views, earning over 1.3 million streams on Spotify and a co-sign from rap superstar Sexxy Red. Inking a deal with 300 Entertainment, El Snappo promises a string of new music coming this year. | |

|  |  |  |
| --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | | [**STREAM "CYBER TRUCK" HERE**](https://elsnappo.lnk.to/cybertruck) | | |

|  |  |
| --- | --- |
| |  | | --- | | A person with dreadlocks holding up his hand  Description automatically generated | |

|  |  |  |
| --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | | A black background with a black square  Description automatically generated with medium confidence | | |

|  |  |
| --- | --- |
| |  | | --- | | [Instagram](https://www.instagram.com/elsnappo1900/)  [TikTok](https://www.tiktok.com/@elsnappo1900)  [YouTube](https://www.youtube.com/channel/UCec8T-U2iAlCXZB19tBtc_Q) | |

|  |  |
| --- | --- |
| |  | | --- | | FOR MORE INFORMATION ON **EL SNAPPO**, CONTACT:  **300 ENTERTAINMENT**  --  DIRECTOR, PUBLICITY  MICHAEL ADAMS, [**MICHAEL.ADAMS@THREEHUNDRED.BIZ**](mailto:MICHAEL.ADAMS@THREEHUNDRED.BIZ) | |