

SOUTHERN PLAYAS



LEGENDARY PLATINUM SELLING BASS GROUP

Best known for their late-'90s platinum smash "Dickey Ride," The Southern Playas —BJ Bowman, Christopher Scott, and Troy Johnson—have reunited after successful solo careers and the addition of a fresh new member to the lineup. Their return to the studio has reignited their signature sound and brought new life to southern party anthems.

AWARDS & HONORS

- 2022 American Entertainment Award
- 2022 Independent Hustle Most Impactful Award
- 2022 YO ATL RAPS Music Lifetime Achievement Award
- 2023 YO ATL RAPS I Am Legend Award
- 2024 Lifetime Achievement Award
- 2025 YO ATL RAPS Icon Award

These honors recognize their continued influence, legacy, and impact in the hip-hop and independent music scenes.

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🎵 NEW SINGLES:

"WHERE YA AT" "TIP DA BARTENDER" "WE GONE RIDE AGAIN"

- ✓ SOUTHERN BASS DROPS
- ✓ BOLD HBCU BAND-INSPIRED SOUND
- ✓ A CHANT-WORTHY, INFECTIOUS HOOK

A CERTIFIED PARTY-STARTER, THE TRACK IS A SUMMER ANTHEM BUILT FOR MOVEMENT, ENERGY, AND SOUTHERN SWAGGER.



"We're extremely excited about the new single because we believe it's a game changer," said BJ Bowman. "It shows off our versatility and brings that Southern Playas vibe fans have been waiting for."

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DISCOGRAPHY HIGHLIGHTS

- “DICKY RIDE” – PLATINUM-CERTIFIED HIT
- “TIP DA BARTENDER” – FAN FAVORITE
- “WE GONE RIDE AGAIN” – 2024 REBOOT WITH MODERN FLAVOR (DICKY RIDE REMIX)



STREAM & DOWNLOAD

NOW AVAILABLE ON ALL MAJOR PLATFORMS:



ITUNES



SPOTIFY



AMAZON MUSIC



APPLE MUSIC





PRESS PHOTOS

HIGH-RESOLUTION PRESS AND PROMOTIONAL PHOTOS ARE AVAILABLE.



REQUEST VIA

DFWORDONTHESTREET@GMAIL.COM



SOCIAL MEDIA

➡ **INSTAGRAM: @OFFICIALTHESOUTHERNPLAYAS_1**

➡ **TIKTOK: @THE.SOUTHERN.PLAYAS**



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"OUR MISSION IS TO GUIDE, PROMOTE, AND ELEVATE THE CAREERS OF EVERY ARTIST WE REPRESENT THROUGH STRATEGIC PARTNERSHIPS AND POWERFUL STORYTELLING IN MUSIC."