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Subject: Hip-hop artist Coogi Doogi releases new album "Rare Coogi"

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"Coogi has always been a populist explorer, delving into the realms of musical bravado and bombast with a casual motion that belies his music's complex underpinning. An inherent swagger and rhythmic bluster pulse through his songs, but he never cedes to cliché and fashions an atmosphere that encourages a vast experimentalism, even when his work feels familiar and hewn from a communal hip-hop lineage."

- Nooga.com

Coogi Doogi



The story of Coogi Doogi begins around the mountains and riversides of Chattanooga, Tennessee and the ever-changing movements of its emerging hip-hop scene. A boiling pot of boom bap, trap and Southern bounce, Chattanooga is home to some of the most talented musicians rising from within the hip-hop genre. Born William Jones Odom, Coogi Doogi has spent his life working through the complicated rhythms and textures that make up the hip-hop landscape around the Tennessee River. Guided by a lack of weighted influences and the ability to transform his inspirations into a singular vision of what hip-hop can be, Coogi combines the spirit of early '90s rap music with the modern

production techniques that highlight his club beats, swaggering lyricism and self-aware arrangements.

With the release of his new album, "Rare Coogi," he's looking to expand upon the diverse and beat-driven environments that he's previously investigated and dismantled. These songs find Coogi embracing the wide-ranging influences that spark fire throughout his words and music, giving each track its own personality and vivid lyrical expressions. Whether he's pushing for the club or something more intimate – or maybe he's just looking to cur through some perceived slight – his songs feel a part of the current push for hip-hop relevance and creative exploration.

Given the nickname Coogi Doogi in high school, Odom has used it as the vehicle through which he explores a wealth of sounds and musical ideologies, resulting in a hip-hop perspective that draws from all aspects of the genre. His performances have taken him all across the South with shows in various cities, including Atlanta, Memphis and his hometown of Chattanooga. He founded his own clothing line called Audi Boyz and sells a variety of Coogi Doogi-related merchandise and other accessories.

His journey began in 2009 at the Swagg Fest in Chattanooga where he performed alongside Rich Kidz and Travis Porter at the First Tennessee Pavilion. In the years since, he taken to stages in the Scenic City with artists like Young Thug, Ca\$h Out and Yung LA and once owned a local studio with his brothers where rapper Yo Gotti once recorded. Gotti even came back and performed for the studio. Other musicians have shared time with Coogi in Chattanooga such as Kwony Cash and Peewee Longway, both Atlanta artists who found a welcome collaborator in Odom.

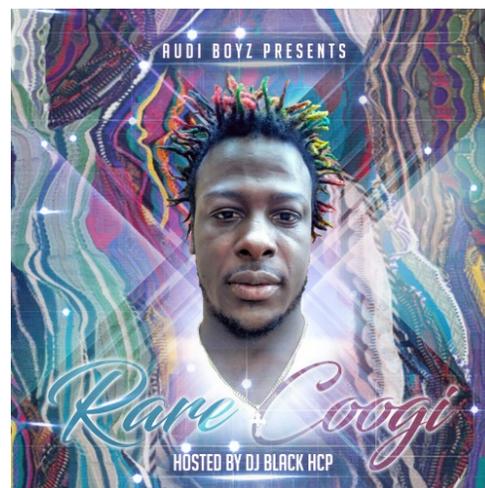
His biggest show came in 2014 at the Nashville Mad Decent Block Party where he played with his brother Savage Rotchie as well as a handful of other artists that included Project Pat, Juicy J, Riff Raff, GRiZ, ZED'S DEAD, Two-9, Big Gigantic, TJR, I See MONSTAS and Diplo, the owner of the Mad Decent label. He released the single, "I'm from Tennessee," with Project Pat and Savage Rotchie in 2016, and it was played and tweeted out by the Tennessee Volunteers Athletics department during a game against Florida.

Odom was given the key to the city of Chattanooga by mayor Andy Berke in 2016 for his work creating and planning an annual Easter egg hunt for the benefit of the Westside community of Chattanooga. These annual events have been covered by various local press outlets and given him a platform to help develop and share his own socially-aware outlook on life in the Scenic City. In April of that same year, he freestyled with Hurricane Chris aboard his tour bus which was hosted by WJTT Power 94 and filmed by WRCB-TV Channel 3.

Coogi has also performed at a few events sponsored by BE100 World Hit Radio out of Atlanta and found himself performing with Wooh Da Kid, Moneybagg Yo and Blac Youngsta at one such concert. A show at The Hard Rock Café Memphis allowed him the opportunity to present his music alongside the work of Kingpin Skinny Pimp, Lil Wyte, Memphis Al Kapone, Tommy Wright III and Miami Mike, the CEO of Palm Tree Ent. He also recently joined forces with 2Chainz to drop a new single called "Designer," which comes on the heels of "Rare Coogi" and further exemplifies his need to deconstruct and reshape the typical hip-hop obsession with fashion and fame.



"From diss responses about Chattanooga to his work with Tennessee native Project Pat, he's continually pushed himself in how he



Rare Coogi

stream at LiveMixTapes

- 1. I'm from Tennessee (feat. Project Pat and Savage Rotchie)**
- 2. Texas-Cali (feat. OG Loud and Savage Rotchie)**
- 3. White Girls Got Swagg**
- 4. Fake Dope Boy (feat. OG Loud)**

approaches his music and the ways it touches on local and national events. He doesn't shy away from discussing topics that feel as though they're riding the pulse of an agitated nation, but he does so in a way that's less inflammatory and more exploratory, as he tries to find purpose behind everything going on around him."

- Nooga.com

5. F'ck'n Up Dem Rackz (feat. Savage Rotchie)

6. She Work Hard

7. All Lives Matter

8. Green (feat. OG Loud and Savage Rotchie)

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