

# AT&T Brings Together Star-Studded NBA Conference Finals Concert Series Featuring 2 Chainz, Big Sean, Cordae & CHIKA

*Concerts to Premiere as part of the NBA Eastern & Western Conference Finals, presented by AT&T, Online at [ATT.com/5GCourtsideConcerts](https://att.com/5GCourtsideConcerts); Highlights to Air on ESPN and TNT*

Dallas, June 15, 2021 --

**What's the news?** AT&T, the Official 5G Wireless Network Partner of the NBA and presenting partner of the NBA Conference Finals, is giving fans the best in music to celebrate the best in basketball with AT&T 5G Courtside Concerts. The four-part concert series will feature two-time Grammy nominated [Cordae](#), rising star [CHIKA](#), and hip-hop legends [2 Chainz](#) and [Big Sean](#) as they each perform a unique, multi-dimensional set powered by the most innovative extended reality (xR) and AT&T network technology.

**Not your average virtual concert!** The AT&T 5G Courtside Concerts takes place in a modular virtual environment and offers a treasure trove of creative possibilities. Each performance will be brought to life with visuals, graphics and animations influenced by each performer, showcasing the flare and vibe of each artists' style.

**How can I watch them?** The four performances will be highlighted on either TNT and ESPN's broadcast coverage of the NBA Conference Finals presented by AT&T (beginning on or around June 20). A portion of the performances will be rolled out individually throughout the games, with each full performance released online following the live broadcast.

Fans can stream the concerts online, get access to behind-the-scenes footage and learn more about a chance to win a virtual meet and greet with the artists by visiting [ATT.com/5GCourtsideConcerts](https://att.com/5GCourtsideConcerts).

## What else?

- **Exclusive Augmented Reality (AR) Experience with Big Sean:** As a unique extension to the AT&T 5G Courtside Concerts, AT&T will capture an exclusive Big Sean performance in AR. This innovative, mobile-first experience will give fans an immersive, special performance that can be enjoyed wherever they are.
- **Laughs from Druski:** In tandem with the concerts, popular comedy content creator, [Druski](#), will be featured in humorous promotional skits with each of the artists. Follow [AT&T](#), [NBA](#), [Druski](#) as well as the performing artists on social to see more.
- **Special Fan Access & Winning "5G's":** AT&T THANKS will be giving AT&T customers a chance to win passes to virtual meet and greets with 2Chainz and Big Sean, as well as sending them an artist merchandise pack. AT&T THANKS will also be giving away "5G's" – \$5,000 – every day between June 14-July 1 to celebrate the playoffs. AT&T customers should follow [@attthanks](#) to learn more about the upcoming chances to win.

## About 2 Chainz

Following his run as founding member of Def Jam duo Playaz Circle out of his native Atlanta, 2 Chainz' grabbed attention after performing on "Mercy," RIAA triple-platinum #1 R&B/#1 Rap hit (from Cruel Summer). Four months later, Chainz arrived as a Def Jam solo artist with Based On A T.R.U. Story, his debut album of August 2012. B.O.A.T.S. entered Soundscan at #1 and was certified RIAA gold, fueled

by the RIAA platinum “No Lie”, the double-platinum “Birthday Song”, and double-platinum “I’m Different.” “Mercy” was subsequently a Grammy nominee for Best Rap Song and Best Rap Performance, while B.O.A.T.S. was nominated for Best Rap Album. Chainz followed up with B.O.A.T.S. II: ME TIME (September 2013), extending Chainz’ dominance entering the Soundscan hip-hop chart at #1, and spinning off the RIAA gold single, “Feds Watching” featuring Pharrell. In 2016, 2 Chainz brought it back to his essence with a series of mixtapes that dominated the streets – “Felt Like Cappin,” “Daniel Son: Necklace Don” and “Hibachi for Lunch.” On top of the mixtapes, he also released the lauded commemorative album “ColleGrove” with hip hop luminary Lil Wayne. Critics agreed, 2 Chainz conquered 2016 with the New York Times proclaiming “all hail our greatest punch line rapper, 2 Chainz.” With momentum on his side, 2 Chainz then released his first solo album since 2013, *Pretty Girls Like Trap Music* in 2017.

### **About Big Sean**

Big Sean consistently asserts himself as an elite rapper and a vital voice for the culture, at large, since he emerged in 2011, with his debut album *Finally Famous* on Kanye West’s G.O.O.D. Music / Def Jam imprint. The album spun off consecutive top-charted pop/R&B/rap crossover smashes with “My Last” featuring Chris Brown (platinum), “Marvin & Chardonnay” featuring Kanye West and Roscoe Dash (platinum), and “Dance (A\$\$)” featuring Nicki Minaj (4x-platinum). Sean was a major collaborator on Kanye’s groundbreaking *Cruel Summer* album in 2012, and shared multi-platinum success with Kanye on the Grammy®-nominated “Mercy” (also featuring Pusha T and 2 Chainz), and “Clique” (with Jay-Z). Sean’s Hall Of Fame album followed in 2013, including “Guap” (platinum) and “Beware” featuring Lil Wayne and Jhené Aiko (2x-platinum). *Dark Sky Paradise* (2015) was Sean’s first platinum and first album to debut #1 on Soundscan. It reigned on the charts with the #1 “IDFWU” featuring E-40 (6x-platinum), “Blessings” featuring Drake and Kanye West (3x-platinum), and “One Man Can Change the World” featuring Kanye West and John Legend (platinum). *I Decided*. (released Feb 2017, platinum) debuted at #1 on the momentum of the two pre-order instant grat tracks that turned into smash singles, “Bounce Back” (5x-platinum with over 300 million streams globally), and “Moves” (2x-platinum). In 2020, he logged his third consecutive #1 debut on the Billboard Top 200 and fifth straight #1 entry on the Billboard Top R&B/Hip-Hop Albums Chart with the critically acclaimed *Detroit 2*.

Beyond selling out worldwide tours, the Detroit native was recently appointed Creative Director of Innovation for the Detroit Pistons. Sean has also made a successful foray into film/TV - starring in the animated film *Dog Gone Trouble*, which hit #1, as well as appearing in Lena Waithe’s comedy series *Twenties*. Attracting an audience of nearly 50 million across channels, Sean leverages his platform to give back. He runs his own 501(c)3 non-profit organization, the Sean Anderson Foundation, which assists in the education, health, safety and well-being of school aged youth in underserved communities across the country."

### **About Cordae**

Having just hit the music scene less than three years ago, Cordae recognizes, respects, and reveres the verbal potential for unity. A two-time Grammy-nominated artist off only his first ever album release, Cordae utilizes acrobatic raps, cinematic wordplay, and illustrative rhymes as a 21<sup>st</sup> century storyteller. This status would be affirmed by 431 million + streams on his debut album and a place at the forefront of hip-hop’s modern vanguard as a 2019 XXL “Freshman Class” cover star (alongside fellow icons like Roddy Ricch, Megan Thee Stallion, Rico Nasty, and Da Baby), among many other accolades. Raised in Suitland, MD, Cordae wrote his first rhyme at just four-years-old—which he can still rattle off as if he just penned it. In 2018, a year after attending Towson University and waiting tables, he dropped out of college as his remix of Eminem’s “My Name Is” and “Old \*\*\*\*\*” exploded virally. In the aftermath,

Cordae's debut single "Kung Fu" popped off with 120 million Spotify streams in less than 12 months. Pegged "one of music's most promising rising stars" by The Wall Street Journal and touted on Complex's "The Best New Artists of 2018," he landed on "Artist to Watch" lists from Amazon Music, New York Times, Billboard, iHeart Radio, and VEVO DSCVR. Cordae is currently hard at work completing the eagerly anticipated full-length follow-up to The Lost Boy with additional new music slated to arrive later this year.

#### **About CHIKA**

CHIKA is a self-made star who turned down going to Berklee College of Music to focus on honing her craft. Now just a few short years later at 24-years-old, she's using her powerful voice to change the landscape of the music industry and its politics. With an instinct for creating impactful viral moments in the music, film / television, fashion, brand and social media space, CHIKA's ethos and persona have resonated with fans and peers so deeply that she's already a Gen Z icon with just a few songs out in the world. Since 2019, Chika has cemented herself as a trailblazer in today's music scene. From her prolific campaign with Calvin Klein prior to dropping her first song, to snagging a Grammy nomination for Best New Artist only a year later and after only one EP—CHIKA has made a lane for herself and navigated it well. Shattering all glass ceilings, CHIKA has simultaneously made a mark on the fashion industry as a new face for modern beauty and self-love, appearing in TIME, Newsweek, i-D, V MAGAZINE, them., CR Fashion Book, and Teen Vogue.

#### **\*About AT&T Communications**

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