

HIP Video Promo Presents: AG GATLING feat. LATICE CRAWFORD & READYAVE release new music video "Name It"

AG GATLING, LATICE CRAWFORD & READYAVE team up on inspiring new single "Name It"

HATTIESBURG, MISSISSIPPI, UNITED STATES, April 9, 2024

[/EINPresswire.com/](https://EINPresswire.com/) -- A name synonymous with soul-stirring melodies and unwavering faith, AG GATLING emerges from the vibrant streets of Baltimore to grace the music industry with his dynamic presence. Shaped by a childhood immersed in the harmonies of gospel choirs and the uplifting fervor of ministry, AG's journey is a testament to the transformative power of music and divine inspiration. Nurtured by the influence of his father's tireless work in church planting. From Baltimore to Milwaukee and beyond....



A chance encounter with gospel luminary Kirk Franklin and a breakthrough performance on BET's popular program Sunday Best propelled featured artist LATICE CRAWFORD to be the needed piece to finish off this crowning achievement in AG GATLING's creative journey. Crawford's emotive vocals and force of nature voice made her ascension into the world of Faith-based music swift and unstoppable.

"Name It" is a sensual ode to the Lord, to which the artists owe all of their success. Beginning with a short conversation between AG GATLING and his brother Chris, with those few words being exchanged setting the tone for the rest of the track. The central idea of "naming it" is revisited by AG throughout the song, referring to the gifts and luck that God has contributed to AG's success. This phrase is slowly replaced by "claim it", where the artist now becomes more triumphant in their success. Contributions by LATICE CRAWFORD and READYAVE elevate the

song's emotional core to the next level, as they echo AG's sentiments but in their unique style of singing. Even with the fast rhymes sung by READYAVE, the music of the track consistently plays at a slow, soulful pace that one finds themselves swinging back and forth to, and leaves them contemplating their relationship with God.

Collaborating seamlessly with his producer, AG GATLING effortlessly translates his vision into musical masterpieces. Studio sessions in the heart of New York City become creative sanctuaries, where every note and lyric is imbued with passion and purpose. AG GATLING's music comes to life through visionary storytelling in the 'Name It' music video. Teaming up with acclaimed director Action Jackson, he transports viewers to the vibrant streets of DUMBO (Down Under The Manhattan Brooklyn Underpass) in the borough of Brooklyn, weaving a tapestry of imagery that mirrors the depth and complexity of his music. Gatling attributes his success to the guiding hand of faith, acknowledging that his talent is a divine gift to be shared with the world.

AG GATLING's musical odyssey is a testament to the transcendent power of faith and collaboration. With his soulful voice and unwavering commitment to his craft, he elevates the art of storytelling and invites listeners to experience the transformative magic of his music. As he continues to shine brightly in the industry, AG GATLING remains a beacon of hope and inspiration for audiences everywhere.

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