

Casablanca the Gawd Announces Debut Album You're Now About to Witness... on Compass 120 Entertainment

Buffalo MC delivers Grown Man Music with sharp East Coast lyricism, and features from Che Noir and Eto

ATLANTA, GA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Casablanca the Gawd, the Buffalo-bred lyricist behind the Grown Man Music movement, announces the release of his debut album, *You're Now About to Witness...*, arriving August 20, 2026 through Compass 120 Entertainment.



Casablanca the Gawd photo by WeShootFilms

The album marks a defining moment for Casablanca the Gawd, an artist whose music is rooted in lived experience, resilience, street wisdom, and the kind of lyricism that connects the golden era of hip hop with today's realities. After more than two decades of sharpening his pen, Casablanca steps forward with a full-length project built for listeners who still value bars, storytelling, and music with purpose.

“

Casablanca represents everything Compass 120 Entertainment was built on: loyalty, craftsmanship, authenticity, and music that stands on its own,”

said Doc Martin, owner of Compass 120 Entertainment.

You're Now About to Witness... is more than a debut album. It is a statement from an artist who refused to quit when the industry shifted away from substance. Casablanca's music speaks to those who have lived, struggled, learned, and kept moving forward. His voice is raw but measured, mature but urgent, and grounded in the realities that shaped him.

The project is released through Compass 120

Entertainment, the independent label owned by Casablanca's longtime friend and business partner, Doc Martin. Their connection goes back to the Buffalo hip hop scene of the late 1990s, where music, loyalty, and shared vision first brought them together. Years later, that bond helped relaunch Compass 120 Entertainment and gave new life to the Grown Man Music

movement.

The album features production from Scottzilla of the UK, Em.Asaint of Germany, and V Don of Harlem, NY, giving the project an international but unmistakably East Coast sound. The production is cinematic, textured, and built around Casablanca's controlled delivery and vivid writing.

The album also includes standout collaborations with fellow Buffalo lyricist Che Noir and Rochester MC Eto, creating strong Upstate New York moments that connect regional authenticity with a broader underground hip hop audience. Together, these collaborations reinforce the album's commitment to lyrical depth, real-life perspective, and the culture of authentic hip hop.

The current single, "Greatest Weapon," is out now, with an official music video shot by WeShootFilms. The visual captures the tone of the album: focused, cinematic, and built around the idea that discipline, experience, and the pen itself can become an artist's greatest weapon.

[Watch "Greatest Weapon" on YouTube:](#)

"Casablanca represents everything Compass 120 Entertainment was built on: loyalty, craftsmanship, authenticity, and music that stands on its own," said Doc Martin, owner of Compass 120 Entertainment. "This album is the result of years of belief, work, and timing. It is our official introduction of Casablanca the Gawd to a larger stage."

Limited edition CDs and vinyl for You're Now About to Witness... are available now at:
<https://www.casablancathegawd.com>

With You're Now About to Witness..., Casablanca the Gawd continues building a movement for fans who still believe hip hop should carry weight, message, and meaning. This is Grown Man Music: real bars, real stories, and no gimmicks.

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