

beatroot

Beatroot Publishing Signs ‘Hip-Hop Princess’ Young Lyric to Publishing Deal

November 12, 2020 (Memphis, TN) – Beatroot Publishing — the music publishing arm of Black-owned distributor Beatroot Music, which recently celebrated its one-year anniversary, and part of the Made in Memphis Entertainment (MIME) family of companies — has signed a long-term publishing deal with “Hip-Hop Princess” and internet sensation Young Lyric. The deal builds on her existing music distribution deal with Beatroot, providing expanded opportunities made possible by MIME’s other companies, including sync licensing through Heavy Hitters Music and recording through state-of-the-art studio 4U Recording.



Born in Houston, TX, Young Lyric is the breakout star of Season 1 of Lifetime’s hit TV show “The Rap Game,” produced by Jermaine Dupri and Queen Latifah. Her lyrics, delivery, dancing, style, creativity, stage presence, and rap skills have led to over 50 million views for her music videos on [YouTube](#) and WorldstarHipHop, and she was named Female Artist of the Year at both the Go-DJ Awards and Houston Broadcast Awards in 2018. Young Lyric has performed with Hip-Hop royalty such as NBA Youngboy, 2 Chainz, Lil Baby, and Rae Sremmurd, and also recently gained the attention of superstar Nicki Minaj. She has been featured on FOX News, CNN Entertainment, PopDust, BuzzFeed, Vulture, NME, Source Magazine, XXL, and Billboard.

“Young Lyric is one of the best young rappers in the game, and she’s already made a strong impression in the Hip-Hop world. We’ve loved working with her and are excited to sign this new publishing deal to take her to the next level,” said Tony Alexander, Co-Founder, President, and Managing Director of MIME. “Beatroot and our other companies let us super-serve artists in a way other music businesses can’t, allowing them to do what they do best without worry while we get them the exposure they need and ensure they are paid fairly for it.”

“I chose to go with Beatroot Publishing because they allow me to focus on music and marketing while they make sure I get all the publishing royalties that I’ve earned from every available source,” said Young Lyric.

For more information on the MIME family of companies, visit www.mimecorp.com. For more on Beatroot Music, visit www.beatroot.com.

About Made in Memphis Entertainment (MIME)

Made in Memphis Entertainment (MIME) is a Black-owned full-service entertainment company with global reach, but with its heart in the hometown of modern American music. Founded in 2015 by original Stax Records songwriter and Songwriters Hall of Fame inductee David Porter (CEO) and 20+ year business and legal veteran Tony Alexander (President and Managing Director), MIME is dedicated to re-establishing Memphis as a key music industry hub while expanding its influence around the world, all while developing and promoting diverse talent on both the creative and business sides of the industry.

MIME's family of companies includes [MIME Records](#), an independent record label home to artists like Porcelan, Brandon Lewis, and Jessica Ray; MIME Publishing, an independent music publishing company that handles Porter's legendary post-Stax songwriting catalog and other copyrights of some of the most sought after young producers in Hip-Hop and R&B; [Heavy Hitters Music](#), a film, TV, and ad sync company with an all-female creative team and Emmy-winning music catalog; [Beatroot Music](#), the only Black-owned music distributor in the U.S., as well as its Africa-focused subsidiary [Beatroot Africa](#); and [4U Recording](#), a state-of-the-art recording studio in Memphis with more branches opening soon.

For more information, visit www.mimecorp.com.

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