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Lil Tecca, Baby Rose, Na-kel and Ms Nina Headline SoundCloud's Latest "First on SoundCloud" Campaign Celebrating the Power of Community

The creator-led campaign spotlights leading-edge artists starting their careers first on SoundCloud

Artists around the world can upload tracks to SoundCloud with the hashtag #SCFIRST for a chance to be promoted on SoundCloud

Thursday, September 19, 2019, NEW YORK -- [SoundCloud](#), the world's largest open audio platform, today launched the fourth edition of its "First on SoundCloud" campaign featuring a new class of creators who span geographies and genres - Lil Tecca, Baby Rose, Na-kel and Ms Nina.

This installment of "First on SoundCloud" focuses on the authentic moments of collaboration and inspiration amongst creators, their communities and their crews. Every two weeks, over the two-month long campaign, SoundCloud will release a new exclusive artist spotlight highlighting the unique intersection of creation and community.

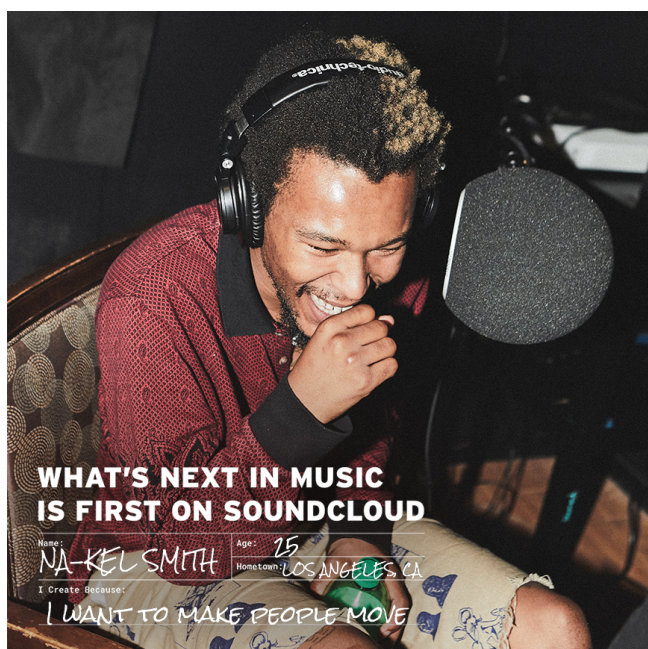
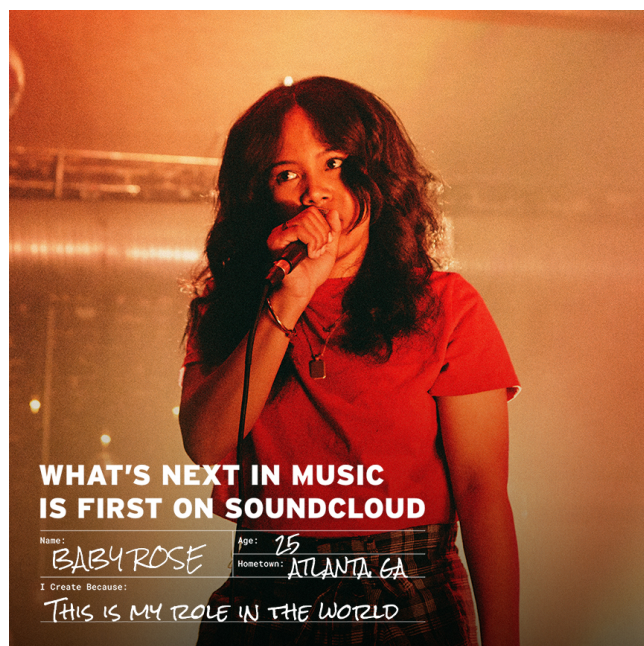
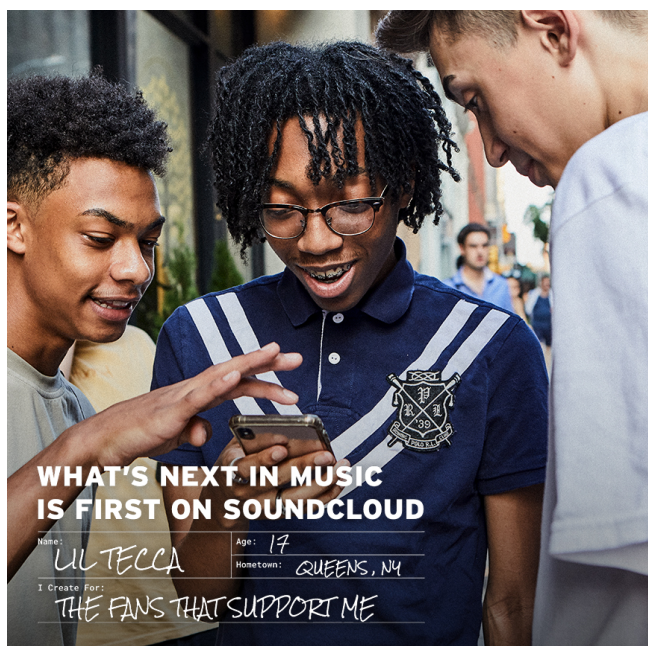
The sounds and stories of Lil Tecca, Baby Rose, Na-kel and Ms Nina are told through a combination of short videos, curated playlists and original photography that will be promoted across the SoundCloud app, social media, creator micro-site, blog, newsletter and supported by paid media and partner marketing.

"SoundCloud is here for creators, from their first upload to their first stadium tour," said **Anthony Gabriele, Senior Vice President, Subscriptions & Marketing at SoundCloud**. "Since launching in early 2018, our 'First on SoundCloud' program has celebrated the many artists who start their careers on SoundCloud and go on to move popular culture. But no one does it alone, and we are excited that this edition spotlights the communities that inspire these artists finding their voices."

As with prior editions of the campaign, SoundCloud is offering all creators the opportunity to upload and be heard as part of “First on SoundCloud”. Starting today, artists can upload an original track to SoundCloud and tag it #SCFIRST for a chance to be promoted across the SoundCloud community. Tracks uploaded with #SCFIRST will be randomly selected to be included in the “First on SoundCloud” playlist and promoted on SoundCloud’s social feeds, newsletter, and blog to millions of followers. Additionally, tracks tagged with #SCFIRST will be fast tracked for SoundCloud Premier consideration.

Meet the featured artists in the “First On SoundCloud” campaign:

- [Lil Tecca](#) - New York-born hip-hop artist who started rapping over Xbox live at age 9 and has since received mainstream acclaim for “Ransom” – a track that reached number 5 on the Billboard Hot 100.
- [Na-Kel Smith](#) - LA-based hip-hop artist and skateboarder who makes music like a skateboarder would: pushing himself and going to hell and back with every trick – and track.
- [Baby Rose](#) - R&B/soul singer from Atlanta, GA who writes her own music and creates because it's her role in the world.
- [Ms Nina](#) - Madrid’s genre-bending reggaeton artist who was born Jorgeline but found her true sound in a pseudonym.



About “First On SoundCloud”

Spanning hip-hop, electronic and pop, artists promoted in First in SoundCloud represent some of the biggest emerging names in music and up-and-coming artists. Introduced in the U.S. in March 2018, the UK and Germany in June 2018 and continued globally in March 2019, SoundCloud’s “First On SoundCloud” campaign, now in its fourth installment, celebrates and spotlights emerging talent on the platform through new music, video and photography, and empowers all creators to upload to SoundCloud and be heard.

About SoundCloud

SoundCloud is the world's largest open audio platform, powered by a connected community of creators, listeners, and curators on the pulse of what's new, now and next in culture. Founded in 2007, SoundCloud empowers the world's audio creators with the best tools, services, and resources to build and grow their careers. With over 200 million tracks from 20 million creators heard in 190 countries, what's next in music is first on SoundCloud.

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