



MEDIA KIT 2019



BIOGRAPHY

There comes a time in every artist's life when they have to look in the mirror and decide whether their art should be a hobby or a way of life. When it came time for Bronx native Mickey Factz to decide what his art meant to him, he chose music, abandoning a spot at NYU Law School to embrace hip-hop full time.

In 2010, Factz signed a major record label deal with Battery Records, a subsidiary of Jive Records and released his critically acclaimed mixtape I'm Better Than You. Following the release of I'm Better Than You, he released his single For The Culture which features Marsha Ambrosius, Love.Lust.Lost and Mickey MauSe. Mickey MauSe received rave reviews and the project has been hailed by many to be a visual and lyrical masterpiece.

Following the success of Mickey MauSe, Factz had the opportunity to be the opening act for long-time friend Lupe Fiasco on the rappers Tetsuo and Youth Preview Tour.

After the tour, Mickey took a brief hiatus from the entertainment industry. He resurfaced in 2014 with the release of \$4.14 and followed with the mixtapes 740 Park Avenue, Love. Lust. Lost 2 and Y-3.

After years of prepping, Factz released his debut album, The Achievement, in 2016 to rave reviews. The project was solely produced by super-producer Nottz and peaked at No. 9 on iTunes Hip Hop charts. He returned to the road in 2018, touring with West Coast rapper Blu and Lupe Fiasco. In 2019, Factz plans to release two new projects, an EP titled Enigma and his sophomore album titled One Above All.

Mickey Factz is the true embodiment of artistry. In addition to his solo work, Factz has worked with some of the most influential artists in music, including Drake, B.o.B., The Cool Kids, Travis McCoy, and Hip-Hop pioneers like Afrika Bambaataa. His body of work stands as homage to the culture while awash in today's spirit of innovation.

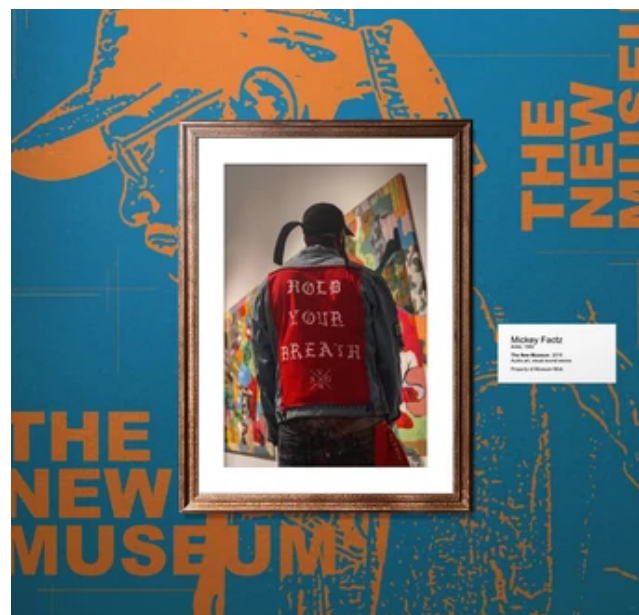
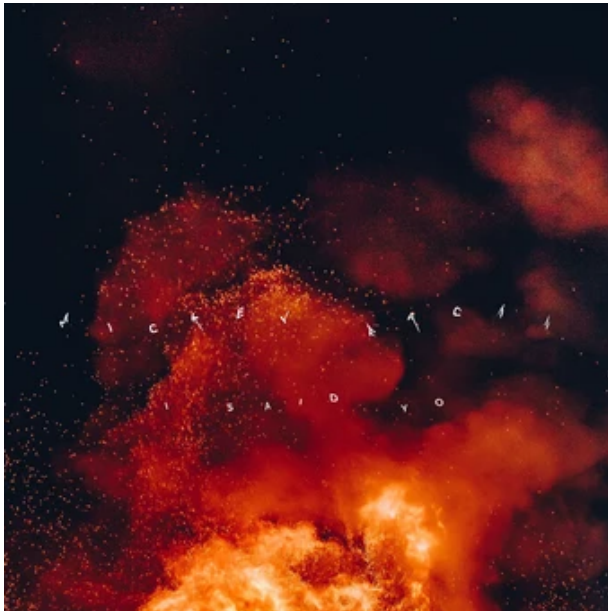
He is The Achievement.



NOTABLE ACHIEVEMENTS

- *Named as part of the 2009 XXL Freshman Class*
- *Dubbed as having one of the Top 10 Freestyles on "Sway In The Morning" by Sway Calloway.*
- *Has collaborated with Styles P, Phonte, Pharoahe Monch, Elzhi, Curren\$y, Mack Wilds, Grafh, Skyzoo, Daylyt + more.*
- *Has been featured in prominent press outlets such as Complex, SPIN Magazine, and FADER Magazine.*
- *Named the face of Honda's Rhyme & Reason Campaign in 2010*
- *Headlined a national tour: "Red or Blue Pill" Tour*

MUSIC



New music from Mickey Factz can be found on  bandcamp



PRESS

HIP-HOP ON A HIGHER LEVEL

IN STEREO



SPIN

SWAY'S
UNIVERSE

**THE 10
FRESHMEN**

CORY GUNZ > BLU > MICKEY FACTZ

COMPLEX

FADER



SOCIAL MEDIA



OVER 130K FOLLOWERS



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