

FOR IMMEDIATE RELEASE:
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**AUCKLAND-BASED LABEL MILLION ENTERTAINMENT SET TO RELEASE DEBUT EP *NEVER SAY NEVRR*,
FEATURING CHUBBY FLY, ROKSKE AND NEVRRBEATZ, ON NOVEMBER 30**

[“NEVER SAY NEVRR” ADVANCED STREAM HERE \[PRIVATE LINK\]](#)

“Talent wins games, but teamwork and intelligence win championships.” ~ Michael Jordan

With a strong finish to the fourth quarter of a tumultuous 2020, independent record label Million Entertainment is proud to release their first all-star compilation, *Never Say Nevrr*.

Helmed by CEO and mastermind Chubby Fly and following on from the rapper's well-received *All Praise To The Most Fly* deluxe EP, *Never Say Nevrr* allows each of the label's artists to shine over production from in-house beat maestro, Nevrrbeatz.

“We're trying to show the game that regardless of this year's circumstances brought about by COVID-19, you can *still* chase your dreams and achieve your goals,” says Chubby. “Even when things seem impossible, never say never.”

In addition to Chubby's signature braggadocio and melodic flow gracing a majority of cuts, the eight-track EP features the signature sounds of R&B singer Rokske, teenage talent Bbydreco, frequent collaborator SBVN and Los Angeles-born artist, Tan The Terrible.

On *Never Say Nevrr*, Nevrrbeatz goes from smoothly interpolating the 1998 hit “The Boy Is Mine” on “She's Not Yours” -- where Rokske's buttery vocals channel Latin Freestyle vibes -- to effortlessly producing bangers like “Clashing”, where real-life brothers Chubby and Rokske send out a joint missive to their industry peers (“You mad you not getting money, it's my fault?” spits Chubby).

“Nevrr produced all eight tracks on this project, showing off his versatility as a beat maker,” says Chubby. “He's able to deliver heavy trap instrumentals (‘Prices’) and then turn around and sample R&B classics while adding his own twist.”

The family affair will continue well into 2021, with Million Entertainment planning a schedule of events and live shows, including seminars for aspiring talent.

“We want to establish ourselves as pillars in the local community, working with upcoming producers and artists,” says label boss Jess Davidson. “Give newcomers a real chance to learn the industry. I personally want to pass on my knowledge to young artists to show them how to set up their own businesses and labels, so they can do it on their own.”

Self-made entrepreneurs with a thriving business portfolio influenced by Aotearoa stalwarts like Dawn Raid Entertainment, Million Entertainment continues to build their conglomerate with a promising roster of artists, a recording studio, barbershop, labour hire company and new ventures in the pipeline. Living by their latest motto, Million promises to “never say never” on their path to independent success.

“Being independent is hard work as you're funding everything: artwork, studio time, mixing and mastering, promotions, and everything else involved in delivering a project to market,” says Chubby. “But the lessons learned are priceless. The reward you get from doing it yourself is full ownership and knowing if any one of these songs takes off, it's all your doing and hard work.”

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