



SWAYWORLDPOOH

Persevering Over Obstacles Humbly

THE MUSIC. THE MINDSET. THE MOVEMENT.

ARTIST PRESS KIT

Independent Recording Artist • Lawrenceville, Georgia

GENRE	Pain Rap / Drill / Melodic Hip Hop / R&B;
HOMETOWN	Lawrenceville, Georgia (Atlanta area)
DEBUT PROJECT	Persevering Over Obstacles Humbly (P.O.O.H.)
FEATURED SINGLES	"Cold Heart" • "Go" • "Stryke Back"
STREAMING	Apple Music, Spotify, YouTube, UnitedMasters

BIOGRAPHY

Born Lawrence III, SwayWorldPooh is an independent recording artist from Lawrenceville, Georgia, just outside of Atlanta. Blending pain rap, drill, melodic hip hop, and R&B influences, his music reflects real-life experience through honest storytelling, emotional depth, and memorable melody.

SwayWorldPooh began developing his sound during the COVID-19 pandemic, turning a season of personal struggle into a creative outlet — one that has since grown into a catalog built on perseverance, loyalty, ambition, relationships, and overcoming adversity. That same struggle gave rise to the phrase that now defines everything he does: **P.O.O.H. — Persevering Over Obstacles Humbly**. More than the title of his debut project, P.O.O.H. has become his guiding philosophy — a reminder that resilience and humility aren't opposites, they're partners. It's a message stitched into his music, his brand, and the way he shows up for the people listening.

Drawing inspiration from Atlanta's rich hip hop culture while staying rooted in his own story, SwayWorldPooh has built an independent catalog anchored by his debut project, *Persevering Over Obstacles Humbly (P.O.O.H.)*, alongside standout singles "Cold Heart," "Go," and "Stryke Back." His music is available on all major streaming platforms, including Apple Music, Spotify, YouTube, and UnitedMasters.

Still early in his career, SwayWorldPooh is already connecting with listeners well beyond his hometown — from Atlanta to Hawaii — through consistent releases and visual storytelling. As he continues building his brand, his mission stays simple: create authentic music that inspires people to keep pushing forward, no matter the obstacle.

"Every song tells a story. Every story comes from experience."

SHORT BIO

SwayWorldPooh is an independent hip hop artist from Lawrenceville, Georgia, whose music blends pain rap, drill, melodic hip hop, and R&B influences into authentic stories of perseverance and personal growth. Beginning his music career during the COVID-19 pandemic, he has developed a sound rooted in emotional honesty, memorable melodies, and relatable storytelling. His catalog includes the album *Persevering Over Obstacles Humbly (P.O.O.H.)* and singles including “Cold Heart,” “Go,” and “Stryke Back.” Available on all major streaming platforms, SwayWorldPooh continues to build a growing audience through music that reflects real-life experience and resilience — all guided by one message: Persevering Over Obstacles Humbly.

ONE-LINE DESCRIPTION

Atlanta-area recording artist blending pain rap, drill, and melodic hip hop into powerful stories of perseverance and purpose — living the mindset of P.O.O.H.: Persevering Over Obstacles Humbly.

BRAND TAGLINE

P.O.O.H. — Persevering Over Obstacles Humbly

The music. The mindset. The movement.

DISCOGRAPHY

Album	Persevering Over Obstacles Humbly (P.O.O.H.)
Single	"Cold Heart"
Single	"Go"
Single	"Stryke Back"

LISTEN

Apple Music | Spotify | YouTube | UnitedMasters