

12-YEAR-OLD SENSATION KEEDRON BRYANT SIGNS WITH WARNER RECORDS FOR “I JUST WANNA LIVE” TO CELEBRATE JUNETEENTH

WARNER RECORDS IS DONATING 100% NET PROFITS TO THE NAACP

AMAZON MUSIC JOINS THE EFFORT AND WILL DONATE \$1 FOR EVERY STREAM OF THE SONG [HERE](#)



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Juneteenth, 2020 (Los Angeles, CA) – Just two weeks after posting a riveting and emotional performance of original song, “**I JUST WANNA LIVE**,” in response to long-standing systemic social injustice and as a plea for change, 12-year-old Florida-native **Keedron Bryant** signs with **Warner Records** for the official single release. “**I JUST WANNA LIVE**” has garnered millions of YouTube views and **Bryant** earned widespread acclaim and an endorsement from President Barack Obama. **Bryant** has become *the voice* of the Black Lives Matter movement. “**I JUST WANNA**

LIVE” fittingly arrives on Juneteenth—the oldest nationally celebrated commemoration of the ending of slavery in the United States.

In support, **Warner Records** is donating 100% of the single’s net profits to the NAACP and **Amazon Music** will donate \$1 for every stream of the song on Amazon Music through 9pm PT tonight to the NAACP, up to \$50,00. Stream it [HERE](#). “**I JUST WANNA LIVE**” was written by **Bryant**’s Mother, Johnetta Bryant, and produced by Dem Jointz (Rihanna, Brandy, Anderson .Paak).

The Associated Press officially broke the news. Check it out [HERE](#).

Bryant shook the globe with this tear-jerking cry for justice and equality. His heartfelt delivery quakes with an intensity well beyond his years and features a stirring, anthemic production. Stay tuned for the official music video soon. **Bryant** will perform “**I JUST WANNA LIVE**” tonight on ABC’s primetime special, *Juneteenth: A Celebration of Overcoming*, starting at 8pm ET/PT, and on the NAACP’s *Juneteenth Black Family Reunion: The Music, The Moments, The Movement*, airing [online](#) and on *Revolt TV* at 1pm PT/4pm ET.

ABOUT KEEDRON BRYANT:

Singing acapella on a smartphone-shot video, Keedron Bryant moved the world to tears with nothing more than his powerhouse voice and the declaration, “*I’m a young black man doing all that I can.*” The 12-year-old Florida native’s YouTube performance of “**I JUST WANNA LIVE**” surged around the globe as a clarion call for change and the unassuming soundtrack to a moment of revolution. He performed the song on *The Ellen DeGeneres Show* via FaceTime, and received acclaim from *Good Morning America*, *CNN*, *The Steve & Marjorie Harvey Foundation*, *Access Hollywood*, and *BBC News*. Will Smith incorporated the clip in his “No Justice, No Peace” montage, and LeBron James posted it on Instagram with the caption, “*I LOVE YOU KID! I LOVE US!*” None other than President Barack Obama also cited it.

Born in Sicily to minister parents, Keedron began singing at just five-years-old. Attending church regularly, he developed a passion for gospel music. The budding talent first turned heads on season four of *Little Big Shots*. Represented by Heather Beverly, Esq. in association with Tabettha Plummer, Esq. and legendary producer Dem Jointz, Keedron catapulted to the top of the conversation in 2020, landing a deal with Warner Records and releasing the official “**I JUST WANNA LIVE**” single as his debut. With R&B energy, soul range, and gospel power, he will undoubtedly make a major impact.

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