|  |
| --- |
|  |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | **CLAY “KRUCIAL” PERRY III TEAMS WITH BIG30 FOR SOUL-BARING NEW SINGLE AND VIDEO “KARMA”**  **LISTEN**[**HERE**](https://claykrucialperry.lnk.to/Karma)**- WATCH**[**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FQaems0amCfA&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Ceb31f01a8ce246ef759c08d9f1b3adbb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637806576283124967%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=LYy%2FQ84FKi0%2FoHtq86ro4MAolNIuuY2nWU9gkKsDX40%3D&reserved=0) | |  |  |  | | --- | --- | | |  | | --- | | A white and black butterfly  Description automatically generated with low confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD ART HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EQVatMg73FhHr-pwTkTTRjwBuMsLSUC0lSNIyCq3QvI21w?e=q2yJRT) | |  |  |  | | --- | --- | | |  | | --- | | **February 18th, 2022 (Los Angeles, CA) -** Rising Memphis rapper **Clay “Krucial” Perry III** returns with an uncompromising new single called “**Karma**,” out now via Tay Keith’s Drumatized imprint under Warner Records. On the Ricky Davaine produced track which flips Tame Impala’s “Borderline," **Clay** and fellow Memphis star Big30 reflect on their pasts with vivid, heartbreaking detail. Listen to “Karma” [HERE](https://claykrucialperry.lnk.to/Karma). The song is accompanied by a gritty, *Breaking Bad*-inspired video. Watch it [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FQaems0amCfA&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Ceb31f01a8ce246ef759c08d9f1b3adbb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637806576283124967%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=LYy%2FQ84FKi0%2FoHtq86ro4MAolNIuuY2nWU9gkKsDX40%3D&reserved=0).    “**Karma**” showcases **Clay**’s emotionally layered lyrics and gripping storytelling. He jumps from paranoia-tinged flashbacks of police encounters to ruminations on his upbringing. *“Sitting back to thinking ‘bout the things I’ve done,”*he declares over the gothic, speaker-busting beat, In his verse, Big30 matches **Clay**’s energy with nimble wordplay. The video, which finds the duo cooking up a potent product in an improvised lab, *Breaking Bad* style, reflects their creative chemistry. Check it out now. | |  |  |  | | --- | --- | | |  | | --- | | A picture containing person, person  Description automatically generated | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS IMAGE HERE](https://press.warnerrecords.com/wp-content/uploads/2022/02/Credit-Travis-Shinn.jpeg)  CREDIT- TRAVIS SHINN | |  |  |  | | --- | --- | | |  | | --- | | **ABOUT CLAY "KRUCIAL" PERRY III:**  Clay “Krucial” Perry III is no newcomer to the music industry. After years of working as an engineer for some of the top acts of this new era - NBA Youngboy, Yo Gotti, Blocboy JB, Rico Nasty, Yella Beezy and more, Clay craved to delve deep into his pioneering skills as an Artist. Balancing both the front and backend of the music business, Clay decided to create his musical alter ego, Krucial and transition to the center of the stage. “**Karma**” is **Clay**’s first release since his 2021 major label debut mixtape, *If We Must Die,* which featured Trippie Redd and Tay Keith. After making the leap from board to booth, he started working under the “Krucial” moniker and released well-received independent projects like *Krucifix*(2018), *It Could've Been Different*(2019), and *Too Sad For Tomorrow*(2019). | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW CLAY "KRUCIAL" PERRY III:**  [Instagram](https://www.instagram.com/bigkrucial/) | [Twitter](https://twitter.com/BigKrucial) | [YouTube](http://youtube.com/channel/UCbU2P6lE92b-BNIlp4yX4xA)  **For more information, please contact:**  Yash Zadeh | Warner Records  [**Yashar.Zadeh@warnerrecords.com**](mailto:Yashar.Zadeh@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | | A picture containing logo  Description automatically generated | | | | | | |
|  |

|  |  |
| --- | --- |
| |  | | --- | |  | |