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

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

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

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

|  |
| --- |
| **MEMPHIS NATIVE CLAY “KRUCIAL” PERRY III ARRIVES WITH NEW SINGLE AND VIDEO “4TheDayiGo” ON DRUMATIZED / WARNER RECORDS****LISTEN**[**HERE**](https://claykrucialperry.lnk.to/4TheDayIGo)**- WATCH**[**HERE**](https://claykrucialperry.lnk.to/4TDIGVideo) |

 |

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

|  |
| --- |
| https://files.constantcontact.com/338ff164101/3a92ce23-3096-48dc-926d-7135e7df80d0.jpg |

 |

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

|  |
| --- |
| [DOWNLOAD ARTWORK HERE](https://press.warnerrecords.com/wp-content/uploads/2021/02/4thedayigo-CKP-clean-scaled.jpg) |

 |

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

|  |
| --- |
| Los Angeles, CA. - February 12th, 2021 – Buzzing Memphis rap artist, **Clay** “**Krucial**” **Perry III**, releases his major-label debut song and visual, “**4TheDayiGo**," off his upcoming project via ***Drumatized / Warner Records****.* The track shows Clay’s lyrical ability to tell his story to listeners, citing lyrics such as - “*I ain’t really wit all the prayin', I ain’t really wit all the sage. Long way from minimum wage, look what I did with my days, I used to cook underage.*” In the cinematic visual, fans can see a picture of Clay battling his own decisions, thoughts and struggles painted in multiple settings – a church, a home, a junkyard. “*I honestly just say whatever I feel at the moment, no pad, no pen; whatever’s happening at that very moment I’m going to go with it*” Clay professes. “*That night my homies were about to go outside and smoke, and in the beginning of the song you hear me say ‘Aye close that door!’ because that night I didn’t want to indulge in it*. *I go on to say ‘I told you I ain’t wanna live my life this way,’ everything about this song is me reflecting on what got me to this point and what’s going to keep me here. Drumatized over Anything*.”Under the Krucial persona, Clay released several well-received projects including *Krucifix* in 2018 and 2019’s It *Could’ve Been Different* and *The Hussle Theory*, which garnered the attention of rising super producer and fellow Memphis native, **Tay Keith** who quickly signed him as the label’s first artist in 2020. “*Once I heard Clay’s unique sound, I know he was going to change the game… Clay ‘Krucial’ Perry III is going to be one of the biggest ever, I bet the bank on it*,” Tay Keith states. *We are very excited to present Clay ‘Krucial’ Perry III and the dynamic roster of talent Drumatized has to offer*,” **Cambrian Strong** (Co-Founder of Drumatized) explains. Watch the new video for "4TheDayIGo" now look out for more from Clay "Krucial" Perry III. |

 |

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

|  |
| --- |
| https://files.constantcontact.com/338ff164101/d9786566-16a4-487a-b05f-09e36511821b.jpg |

 |

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

|  |
| --- |
| PHOTO CREDIT: DYLAN OLSON[DOWNLOAD PRESS PHOTO HERE](https://press.warnerrecords.com/clay-krucial-perry-iii/) |

 |

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

|  |
| --- |
| **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. Now gearing up for his first project of 2021 set to release in March, Clay is excited to give fans a taste of Memphis sound fused with relatable real-life stories. Partnered with Tay Keith and a slew of amazing Drumatized producers, Clay’s sound is poised to resonate with fans across the World. |

 |

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

|  |
| --- |
| **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**Andrea Hamilton | Theory Communications**Andrea@TheoryComm.com** |

 |

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

|  |
| --- |
| https://files.constantcontact.com/338ff164101/d5581030-0106-41d5-be4a-7e5d4e821820.jpg |

 |

 |

 |

 |