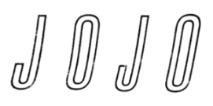
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**JOJO DEBUTS NEW SINGLE “CREATURE OF HABIT”**

[**LISTEN HERE**](http://www.JOJO.lnk.to/CreatureOfHabit)

**UNMASKED AS “BLACK SWAN” ON SEASON FINALE OF FOX’S *THE MASKED SINGER***



**May 27, 2021 (Los Angeles, CA) –** Today, acclaimed singer and songwriter **JoJo** unveils her sultry new single “**Creature of Habit**.” The song was written by GRAMMY-nominated songwriter **Justin Tranter** [Selena Gomez, Justin Bieber] and **Sasha Sloan** [Camila Cabello, Katy Perry] and produced by **Mano** [The Weeknd] and **Rissi** [Lukas Graham, Kygo]. Listen to it [HERE](http://www.JOJO.lnk.to/CreatureOfHabit) and stay tuned for the accompanying video – premiering [HERE](http://www.JOJO.lnk.to/CreatureofHabitVideo) tomorrow at 10am PT/1pm ET – in which **JoJo** debuts her fresh blonde look.

*“‘Creature of Habit’ is about someone who feels addicted to the habit a relationship, even though they’re not truly happy in it,”* JoJo explains*. “Having experienced my own cycles of habits allowed me to find aspects of myself in the lyrics. Walking away from what you’ve become so used to can be really daunting. Sometimes it just feels more comfortable to stay in the habit, rather than allowing yourself the discomfort of letting it go. Essentially, it’s the fear of the unknown that keeps us in the habit.”*

Meanwhile, **JoJo** was unmasked on Wednesday night’s season finale of FOX’s ***The Masked Singer***, with her **“Black Swan”** finishing in second place as the last female standing in the competition. Throughout the season, fans have relentlessly speculated **“Black Swan**’s” identity after hearing her show-stopping powerhouse vocals on renditions of songs ranging from Whitney Houston’s “How Will I Know” to Shawn Mendes’ “In My Blood” to Kings of Leon’s “Use Somebody,” and many more.

About her once-in-a-lifetime experience on the show, JoJo states, “*I am so grateful to everyone who helped me behind the scenes mentally and emotionally because there’s no way to know WHAT to expect when you sign up. It was fun becoming this character and singing for people every week with such amazing production around me. It allowed me to reclaim my passion for singing, writing, and even interpreting other people’s songs.* The Masked Singer *is an experience I’ll always be grateful for. I’ll lowkey miss the swan!!!”*

Stay tuned for more to come from JoJo very soon.

**ABOUT JOJO:**

JoJo [born Joanna Levesque] is a chart-topping, award-winning singer, songwriter, and actress who, at just 30 years old, is already a veteran of the music industry. 17 years into her career, JoJo made a “triumphant return” [*Uproxx*] last year with her fourth studio album *good to know*, debuting at #1 on the Billboard R&B Albums Chart and earning widespread global acclaim from *Vulture*, *TIME*, *Variety*, *NYLON*, *NPR*, *The FADER*, and more, with *Associated Press* proclaiming “*good to know* is more than good. It’s grand.” At just 13, JoJo burst onto the scene with her self-title debut album, whose breakout smash “Leave (Get Out)” made her the youngest-ever solo artist to have a debut #1 single in the U.S. *JoJo* went on to sell over four million copies and became the singer’s first Platinum record, which she followed with a string of additional hits, including the Top 3 single “Too Little Too Late.” In 2016, following 10 years of legal battles with her former label that prevented her from releasing new music, JoJo returned with *Mad Love.*– debuting Top 10 on the *Billboard* Top 200. In 2018, JoJo re-recorded and re-released her first two albums (*JoJo* and *The High Road*) under her own label Clover Music, so her fans could finally get the nostalgia they had been missing for so many years. She has also pushed herself outside the confines of genre, collaborating with artists ranging from PJ Morton [on the GRAMMY Award-winning R&B hit “Say So”] to Jacob Collier [lending her vocal stylings to the jazzy “It Don’t Matter”]. Most recently, JoJo released the Biden-Harris campaign anthem “The Change” and her debut holiday album *December Baby*, followed by timeless track “American Mood,” which gave a portion of its proceeds to the “I Have A Dream” Foundation.

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**For further information about JoJo, please contact Ceri Roberts:**

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**JoJo Press Materials:**

[press.warnerrecords.com/jojo](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fpress.warnerrecords.com%2Fjojo%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cab369857d7b24677a73908d91a37d6c6%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637569649390240495%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ajqWaS5UMnQq7VCR4%2FEyLFP9P%2FryLadUehIrJtiZYIg%3D&reserved=0)

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