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CURLY J**    **LISTEN**[**HERE**](https://keedron.lnk.to/Stubborn)**- WATCH**[**HERE**](https://keedron.lnk.to/StubbornVideo)    **NEW PROJECT COMING JANUARY 14, 2022!** | |  |  |  | | --- | --- | | |  | | --- | | A picture containing text, outdoor, slope  Description automatically generated | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD ART HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EaArq29PPX5Og4kHEuj8itQBnA01mdGfEszhnGgPKl-qEg?e=aDtjdY) | |  |  |  | | --- | --- | | |  | | --- | | **November 5, 2021** (**Los Angeles, CA**) – Today, 14-year-old singer and activist **Keedron Bryant** shares his glowing new single “**Stubborn**” featuring **Curly J**, which arrives with a romantic video directed by Mills Miller and starring teen dancer and entertainer Jené Marie. Out today on **Warner Records**, “**Stubborn**” is a playful love song about trying to grab the attention—and heart—of the girl of your dreams. Listen to the single [HERE](https://keedron.lnk.to/Stubborn) and watch the video [HERE](https://keedron.lnk.to/StubbornVideo).    “Stubborn” highlights **Keedron**’s versatility as a singer by revealing more of his fun-loving, upbeat personality. The Florida native glides over the track’s spacey trap production as he sings about getting tongue-tied in front of his crush. *“To love you, it’s so easy to,”* he belts. *“You brighten up the room when you walk into it.”*In his head-spinning verse, Curly J shows how he spits game with flirtatious bars and acrobatic wordplay. The New York rapper’s bouncy, melodic flow is a perfect companion to **Keedron**’s sticky hooks. In the video, the duo hangs out at a skating rink, talking to their love interests and playing games in the arcade under vibrant neon lighting. It’s a fittingly fun and light atmosphere for their wholesome lyrics about love.    “Stubborn” extends **Keedron**’s winning streak, following October’s sentimental “Hello” and January’s powerful cover of LaShun Pace’s “I Know I Been Changed” with Symba and GRAMMY®-winning artist Gary Clark Jr., which he performed on *The View* to celebrate Martin Luther King Jr.’s birthday. After capturing the attention of the world last year with his stunning original, “I JUST WANNA LIVE,” which was named 2020’s “Song of the Year” by the *Associated Press*, **Keedron** has continued to make emotional calls to action while surprising listeners with covers of R&B classics including Usher’s “U Don’t Have to Call” and Avant’s “My First Love.”    On **“Stubborn,”** the prodigious R&B singer shows a new side of himself, exploring new styles of production with more personal lyrics. With a new EP arriving at the top of the year, the song is proof of **Keedron** **Bryant**’s continued growth as a vocalist, and a suggestion that his best is still, somehow, yet to come. | |  |  |  | | --- | --- | | |  | | --- | | A picture containing person, person, blue  Description automatically generated | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS PHOTO HERE [CREDIT: BRENT FLORES]](https://press.warnerrecords.com/wp-content/uploads/2021/10/Credit-Brent-Flores-3-scaled.jpg) | |  |  |  | | --- | --- | | |  | | --- | | **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 14-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. Keedron's work as a young activist continued with his collaborative performance of Jermaine Dupri's "Change" at the Biden/Harris "I Will Vote" concert and his work on the I Can’t Breathe / Music For the Movement EP, released in tandem by ESPN’s The Undefeated and Disney Music Group. This Christmas, he also performed at the 2020 Disney Park’s Magical Christmas Celebration. 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 Tabetha 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. | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW KEEDRON BRYANT**  [Instagram](https://www.instagram.com/keedronbryant/?hl=en) | [Twitter](https://twitter.com/keedronbryant) | [YouTube](https://www.youtube.com/channel/UCJvR2QWXfYBeov-7Y-Fw2Fw/featured) | [TikTok](https://www.tiktok.com/@nlechoppamusic?lang=en)  **For more information on Keedron Bryant, please contact:**  Aishah White | Warner Records  [Aishah.White@warnerrecords.com](mailto:Aishah.White@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | | Shape  Description automatically generated with medium confidence | | | | | | |
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