

KEEDRON BRYANT RELEASES JOYOUS HOLIDAY EP *THE BEST TIME OF YEAR*

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October 30, 2020 (Los Angeles, CA) – Today, 13-year-old **Keedron Bryant** releases his spirited holiday EP, *The Best Time of Year*, via **Warner Records**. Produced by the legendary **Dem Jointz**, the project features three feel-good Christmas classics, including a soulful rendition of "**Let It Snow**" featuring his sister **Aiyanna Bryant**, as well as an original track titled "**This Year**." On the uplifting New Year anthem, **Bryant** chants, "*Get ready for greatness, ain't no day gon' be wasted,*" over a punchy drum beat that will have you ringing in 2021 on a much needed high note! Get it [HERE](#).

Earlier this week, **Keedron Bryant** ignited a social conversation with his inspiring video for his song "[Talk About It](#)" from his [I JUST WANNA LIVE](#) EP. The moving video, which arrived one week before

the U.S. election, captures thousands of protestors marching with “BLACK LIVES MATTER” signs, and imagery of armored police and essential service workers. It serves as a reminder of what’s really important at this crucial time.

Rising to the occasion without hesitation, **Bryant** is using his voice and his platform for awareness and activism:

- He was tapped to perform Jermaine Dupri’s pleading “Change” at the “I Will Vote” concert for the Biden/Harris campaign on October 25th
- Recently delivered a stirring rendition of Marvin Gaye’s “Mercy, Mercy Me” on *Good Morning America*—watch the performance [HERE](#)
- Featured on the *I Can’t Breathe / Music For the Movement* EP, released in tandem by ESPN’s *The Undefeated* and Disney Music Group
- Keedron’s debut EP *I JUST WANNA LIVE*—sparked by a [smartphone-shot video](#) for “I JUST WANNA LIVE” that went viral this summer—serves as both a tonic and political response to the year’s social unrest.

The Best Time Of Year Holiday EP Tracklist:

1. Give Love on Christmas Day feat. Undecided Future
2. Let It Snow feat. Aiyanna Bryant
3. Wonderful Christmas Time
4. This Year



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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 13-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 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.

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