We all fulfill a higher purpose. In some cases, it finds us earlier than others. Keedron Bryant lives the life of any other 13-year-old boy. However, he also answers a call far beyond standard eighth grade expectations as the voice of revolution in 2020.

He stood up by singing straight from the heart about the systemic injustices faced by the black community, and the entire world took notice. In the most unexpected fashion, he quietly and humbly gave a sound and a face to the Black Lives Matter movement with nothing more than a solo smartphone performance of his first single “I JUST WANNA LIVE.” Within a day, it went viral on a rare level with impressions exponentially increasing hour-over-hour and reaching more than 4 million views on Instagram in less than a month. Among those touched by his song and message, he moved high-profile fans such as President Barack Obama, LeBron James, and Will Smith. Plus, he delivered a tear-jerking live performance on *The Ellen DeGeneres Show* and earned looks from *Good Morning America*, *CNN*, *Billboard*, *The Steve & Marjorie Harvey Foundation*, *TIME*, *Harper’s Bazaar*, and *BBC* News, to name a few.

Now, he continues to fulfill his purpose on his forthcoming full-length debut for Warner Records.

“I’m just excited for what’s going to come,” he exclaims. “I’m enjoying the change. It’s what I’ve dreamed about and God has given it to me. I’m really grateful for this life. Now, I’m ready to live it.”

Even prior to his birth, music defined his life. While carrying Keedron, his mom, Johnnetta, led worship at church, immersing her son in songs before his entry into the world. She worked for the Department of Defense and Keedron’s dad, Kendric, served active duty. As such, this military family traversed the globe. After Keedron’s birth in Sicily, he lived overseas for nine years with three years in Japan before eventually settling in Florida. In between singing at church, he spent countless hours studying favorite singers such as Zacardi Cortez, John P Kee, Jekalyn Carr, Le’Andria Johnson, Kelontae Gavin, and John Legend on YouTube. He sang “The Star-Spangled Banner” every day as his school raised the flag and received invitations to perform the national anthem at local ball games and at other schools.

At the same time, he lived like a *“regular kid*.*”* Between riding his bike, hanging with his big sister Aiyanna and *“spoiled”* Havanese puppy Kingston, swimming, and hitting the gym, there was always a fair share of *Fortnite* and *Call of Duty*.

Keedron first went viral in 2018 with a rendition of the gospel staple “Brand New Life.” It paved the way for a powerful appearance on season four of *Little Big Shots*, which consequentially aired on May 24, 2020. Two days later, he posted his performance of “I JUST WANNA LIVE.” Following the tragic death of George Floyd, his mother wrote the lyrics and gave them to her son to meditate on during his daily devotional.

What happened next brought the world to tears…

“Everybody was talking about it,” he says. “I told my mom I was ready and just started singing. It felt good. I think we can get through all of the racial violence towards black people. It can change. We can all be equal and free.”

In the aftermath of this success, he signed to Warner Records and unveiled an official version of “I JUST WANNA LIVE” powered by production from music partner Dem Jointz [Dr. Dre, Rihanna, Janet Jackson]. At the same time, he dove headfirst into new material.

Uniting the spirit of R&B, the honesty of soul, and the grace of gospel, he cultivates a sound of his own as pure as it is poignant.

“I want to make inspirational and motivational songs that keep you going and keep your faith up,” he says. “Everything has a really positive theme. It will hopefully get you through the day. The whole process has been amazing. I’m in these big studios singing into professional mics and seeing big boards. It’s very cool,” he smiles.

However, the words of one particular musical sage really stuck. Visiting Dr. Dre at home, the legend imparted a bit of wisdom upon him.

“He told me to always be myself,” recalls Keedron. “He said to stay encouraged and keep striving for greatness. That was a lot of fun.”

In the end, he has only just begun to heed his calling.

“When people listen to me, I hope they feel blessed afterwards,” he leaves off. “If you’re going through a bad day, I want you to feel cheered up and in a positive mood. I hope I can give you the courage to keep going.”