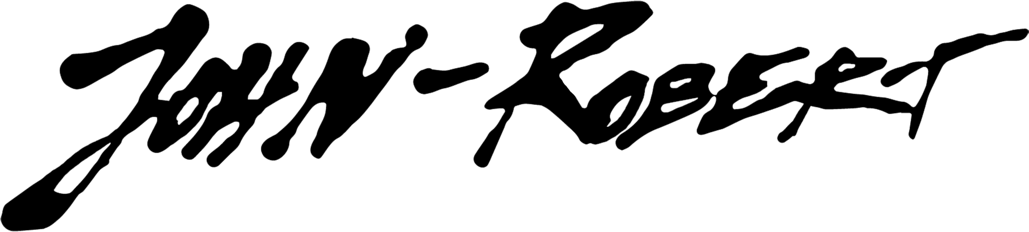
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**BUZZING TROUBADOUR JOHN-ROBERT UNVEILS MAJOR LABEL DEBUT WITH NEW SONG & MUSIC VIDEO “URS” ON NICE LIFE RECORDING COMPANY / WARNER RECORDS – WATCH** [**HERE**](https://johnrobert.lnk.to/UrsMusicVideo)

**DEBUT EP COMING SOON**

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*Photo credit: Spencer Ford*

**March 10,2020 (Los Angeles, CA) –**On the heels of acclaim from *OnesToWatch* and over 1 million independent streams and counting, buzzing 19-year-old Virginia artist and producer John-Robert shares his new song and music video “Urs” today via Nice Life Recording Company / Warner Records.  John-Robert is the latest discovery from Grammy-nominated producer, songwriter and founder of Nice Life Recording Company, Ricky Reed, who is also responsible for signing Lizzo. Listen to “Urs”[**HERE**](https://johnrobert.lnk.to/urs)**.**

"I wrote this song when I was a 17-year-old delusional romantic who couldn’t express himself and did nothing but sit around writing severely biased narratives, actively participating in wishful thinking. It’s not a love song, it’s a case study," says John-Robert.

On the track, finger-picked acoustic guitar reverberates alongside his spirited and soulful intonation on the verses. The track pushes and pulls between a poetic and potent refrain as he sings, *“But devotion’s like an ocean that’s swallowing me, swallowing me whole. And I can’t fight the feeling that I want to grow, I want to grow old with you*.*”*

In the accompanying music video directed by BROCKHAMPTON collaborator Spencer Ford, a lone spotlight shines on **John-Robert** as he shyly plays guitar in a cozy living room. The visual takes a surrealist turn as the light follows him through the darkness by the water, in front of towering hedges, and through a haze of smoke.

Preceding the arrival of the song, he posted an acoustic video of **“Urs.”** Strumming intently, his falsetto takes flight on the final crescendo, emanating raw emotion. View it [**HERE**](https://www.youtube.com/watch?v=40YaxN2Hj60).

Right now, **John-Robert** is putting the finishing touches on his debut EP, due late spring 2020.

A lot can happen in a decade. At nine-years-old, **John-Robert** realized his destiny and took the stage to sing at countless open mic nights in his hometown of Edinburg, VA [Pop. 1,000]. Armed with his first guitar at 12, he quietly built a local following performing at country fairs and jamborees. In 2019, he made his debut with the original track **“Adeline**.**”** An Americana patchwork of delicate folk, haunting soul, and understated pop, the track scored nearly 800,000 Spotify streams in a few months’ time as *OnesToWatch* claimed, *“John-Robert’s stripped-back style is utterly refreshing and comforting*,*”* while *Idolator* observed, *"Stripped-back singer/songwriter fare is staging a revival at the moment with artists like Dean Lewis, Lewis Capaldi and Alec Benjamin, but James Blake and Bon Iver feel like more appropriate reference points here."* Signed to **Nice Life Recording Company** and **Warner Records**, he asserts himself as a new kind of 21st century troubadour on his single **“Urs”** and more to come.

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