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**MULTI-TALENTED ARTIST/PRODUCER JOHN-ROBERT UNVEILS NEW SINGLE**

**“USMO”**

***HEALTHY BABY BOY, PART 1* SET FOR RELEASE MARCH 5, 2021**

**WATCH EPISODE 1 OF *The ShenCo Chronicles*** **DOCUMENTARY SERIES** [**HERE**](https://youtu.be/W967_1T7sHk)

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(Animated artwork [here](https://www.youtube.com/watch?v=3v5d7xs6PI0&feature=youtu.be))

**January 15, 2021 (Los Angeles, CA)**– After amassing millions of streams and drawing acclaim from *Spin*, *Idolator*, *American Songwriter* and more, 20-year-old rising artist and producer **John-Robert** shares a new single entitled **“USMO,”** an acronym short for **“You Should Move On”** today via **Nice Life Recording Company** / **Warner Records**. Listen to **“USMO”** [**HERE**](https://johnrobert.lnk.to/USMO).

Musically, the track illuminates the idiosyncrasies of his inimitable style. Handclaps, airy guitar leads, and quivering cymbals comingle within an unpredictable soundscape as the vocals stretch into a fiery falsetto. On the hummable hook, he pleads, *“If you’re having visions ‘bout the two of us, just don’t, you should move on*.*”*

About the track, he said, *“USMO’ is a song about compassionately creating space between yourself and your partner in a mature and gentle, but stern way. It simultaneously toggles between caring about the other person and wishing them no ill will, and creating space to be in touch with ourselves and discover our truest intentions.”*

The song heralds the arrival of John-Robert’s upcoming project *Healthy Baby Boy, Part 1*. The music relays the artist’s coming-of-age whisked out of obscurity in Edinburg, VA by mega-producer **Ricky Reed** and trading a town of 1,000 residents for Los Angeles where the budding talent now making a lifelong dream a reality. Telling this story without a filter, he just launched ***The ShenCo Chronicles*** (ShenCo is the local shorthand for Shenandoah County) documentary series with the first episode premiering earlier this week. Watch it [**HERE**](https://youtu.be/W967_1T7sHk). More episodes will be revealed soon.

He set the stage for ***Healthy Baby Boy, Part 1*** with the title track “**Healthy Baby Boy**.**”** This autobiographical slice-of-life was released in October and immediately attracted tastemaker praise. [*SPIN*](https://www.spin.com/2020/12/john-robert-interview/) raved, *“On his latest single,* ***‘Healthy Baby Boy****,****’ John-Robert*** *shows his depth as an emerging songwriter by his understanding of the poignancy of life*,*”* and [*American Songwriter*](https://americansongwriter.com/john-robert-healthy-baby-boy-song/)noted, *“He pours his emotional angst directly into his new song, the charmingly nostalgic* ***‘Healthy Baby Boy****.****’****”* *[Idolator](https://www.idolator.com/7915323/john-roberts-breakout-year-continues-with-healthy-baby-boy?chrome=1)* claimed, *“****John-Robert****’s breakout year continues with ‘Healthy Baby Boy.’”* However, [*In The Know*](https://www.intheknow.com/2020/10/22/john-robert-healthy-baby-boy/)put it best, *“****John-Robert****is a name you’ll want to know...a small-town baby boy who’s steadily rising to super stardom.”*

At age 16, **John-Robert** was invited out to L.A. by **Reed**, who’s described him as "a transcendent, once-in-a-generation singer and songwriter.” Sure enough, John-Robert’s 2019 independent release “[Adeline](https://www.youtube.com/watch?v=MT83WbpUmqA)” has amassed over 3 million streams and garnered fans like Camila Cabello, who posted an Instagram story praising it. Last year, he recorded a breathtaking rendition of Fiona Apple’s [“Criminal”](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DN-p_SjyWCDc&data=02%7C01%7CBreanne.Flores%40warnerrecords.com%7Caea445f8d5dc40fa4d4108d86c88d357%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637378682204680937&sdata=E%2FSVef6MFoOrnin%2FgR3jfAD8j%2B8aAA2NZEZNbSVgtWE%3D&reserved=0) for the Recording Academy’s® “[ReImagined](https://www.youtube.com/watch?v=N-p_SjyWCDc)” video series. In May, he released his debut EP, ***Bailey Barely Knew Me***, featuring “Adeline” and other standout tracks.



(Photo Credit: Alice Baxley)

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For further information, contact **Warner Records Publicity**:

National: Darren Baber | Darren.Baber@warnerrecords.com

Regional: Bre Flores | Breanne.Flores@warnerrecords.com

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