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Over booming drums, grinding guitars, and haunted keys provided by Drumatized producers, **Clay** details his indomitable rise in lyrics as vivid as they are poignant. Listen [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fclaykrucialperry.lnk.to%2FIfWeMustDie&data=04%7C01%7Cdionte.williams%40warnerrecords.com%7C0ac133734ecb49012b5b08d8eadfa3d9%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637517593543236529%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=uQum2%2BUYKQKIDP2bazlO755y2HIPaR3hSL6nmTinq%2Bo%3D&reserved=0).  *If We Must Die* is equally banging and thoughtful, finding **Clay** weighing his success in the studio against all he's survived. The lead single, "**4TheDayiGo**," which received a powerful and cinematic video, is one of several pained ballads. Backed by a moody suit of sparse keys and thumping drums, **Clay** justifies his constant grind with the mortal threat of street life: *"I told you I ain't wanna live my life this way / Keep my strap on me, I could go die any day."* *If We Must Die* also features the rising single "**Not My Fault**." In unforgettable auto-tuned croons, **Clay** swears retaliation for any opposition and affirms he's working too hard to *"smoke, kick, and talk."*    **Clay** has been working for several years under the "**Krucial**" moniker, releasing well-received independent projects like *Krucifix*(2018), *It Could've Been Different*(2019), and *The Hussle Theory*(2019), which garnered the attention of prominent super-producer and fellow Memphis native Tay Keith. In 2020, **Tay Keith** signed **Clay** to his growing label, Drumatized, as its debut act. And yet, *If We Must Die*still feels like just the beginning for Clay. He's ready to bring his label and his city with him as he takes his sound well beyond Memphis. | |  |  |  | | --- | --- | | |  | | --- | | **TRACKLIST**   1. 4TheDayiGo 2. No Introduction 3. Not My Fault 4. Homies (feat. **Trippie Redd** and **BlocBoy JB**) 5. Slide (feat. **Tay Keith**) 6. Damn (feat. **Lil Migo**) 7. Hussle Theory 8. Hold On 9. Blame It On 10. Family Guy 11. Retrograde | |  |  |  | | --- | --- | | |  | | --- | | A person sitting in a chair  Description automatically generated with medium confidence | |  |  |  | | --- | --- | | |  | | --- | | PHOTO CREDIT: DYLAN OLSON  [DOWNLOAD PRESS PHOTO HERE](https://press.warnerrecords.com/clay-krucial-perry-iii/) | |  |  |  | | --- | --- | | |  | | --- | | **ABOUT CLAY "KRUCIAL" PERRY III:**  Clay "Krucial" Perry III is no newcomer to the music industry. After years of working as an engineer for some of this new era's top acts—NBA Youngboy, Yo Gotti, Blocboy JB, Rico Nasty, Yella Beezy, and more, Clay craved to delve deep into his pioneering skills as an artist. Balancing both the front and backend of the music business, Clay decided to create his musical alter ego, Krucial, and transition to the center of the stage. Now gearing up for his first project of 2021, set to release in March, Clay is excited to give fans a taste of Memphis sound fused with relatable real-life stories. Partnered with Tay Keith and a slew of unique Drumatized producers, Clay's sound is poised to resonate with fans across the World. | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW CLAY "KRUCIAL" PERRY III:**  [Instagram](https://www.instagram.com/bigkrucial/) | [Twitter](https://twitter.com/BigKrucial) | [YouTube](http://youtube.com/channel/UCbU2P6lE92b-BNIlp4yX4xA)  **For more information, please contact:**  Yash Zadeh | Warner Records  [**Yashar.Zadeh@warnerrecords.com**](mailto:Yashar.Zadeh@warnerrecords.com)  Andrea Hamilton | Theory Communications  [**Andrea@TheoryComm.com**](mailto:Andrea@TheoryComm.com) | |  |  |  | | --- | --- | | |  | | --- | | A picture containing logo  Description automatically generated | | | | | | |
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