|  |
| --- |
|  |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | **TEEN SENSATION KEEDRON BRYANT RELEASES SELF-TITLED *KEEDRON* EP**  **LISTEN**[**HERE**](https://keedronbryant.lnk.to/Keedron)  **PERFORMS THE NATIONAL ANTHEM AT FINAL LOS ANGELES RAMS REGULAR SEASON GAME** | |  |  |  | | --- | --- | | |  | | --- | | A person in a leather jacket  Description automatically generated with medium confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD ART HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/Ea3DcaB6HfRHpgiEH0Ff8w8BZXyjuPJ_fp1KR54EXIXC5g?e=J0yS4p) | |  |  |  | | --- | --- | | |  | | --- | | **January 14, 2022** (**Los Angeles, CA**) –Today, 14-year-old singer and activist **Keedron Bryant** unveils his much-anticipated self-titled ***Keedron*EP**—available now via **Warner Records**. Listen to the EP [HERE](https://keedronbryant.lnk.to/Keedron).    His trusted musical partner **Dem Jointz** [Kanye West, Anderson .Paak, Rihanna] notably served as the EP’s Executive Producer. The six-song project sees **Keedron** coming of age and embracing his confidence, swagger, and show-stopping range like never before. Guitar underlines the hypnotic **“Passing Thru”** as his undeniable vocals pop off on the refrain, *“I’ve just got to make my way back to you even though I’m just passing thru*.*”* Then, there’s **“Like I Do”** with his sister **Aiyanna Bryant.**Nodding to nineties R&B with a gleeful throwback beat, he bobs and weaves between runs and a melodic chorus, *“Who’s gonna love you like I do?”*Wild saxophone stirs up **“Blackberry Sauce**,**”**while the bass bumps and his charisma shines. The project concludes with the intimate and introspective **“Everything**,**”**showing yet another side of the teen performer.    **Keedron** set the stage for the EP with **“**[**Hello**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D0qtOmkCowm0&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C9b71e5144420418f1ac908d9d16586b8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637771056247080159%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=5ytNtMYa6vihKfb8PImdA%2FqC%2FWSLfrOTtYOB6cReOi0%3D&reserved=0)**”** and **“**[**Stubborn**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D2vflAdLnMPo&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C9b71e5144420418f1ac908d9d16586b8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637771056247090155%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=jK8PdyL7MzQ6Yl7mpdm%2BhMRiNO%2B2lsOnyZTPtQii7V0%3D&reserved=0)**”**[feat. **Curly J**]. Both tracks garnered critical praise. *[HotNewHipHop](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hotnewhiphop.com%2Fkeedron-bryant-and-curly-j-team-up-for-new-song-and-video-stubborn-new-song.1993210.html&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C9b71e5144420418f1ac908d9d16586b8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637771056247095157%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=mboblyxkQA%2FX1EcHVqJDjc4O%2B4qthDgPBPv7QzgLkBw%3D&reserved=0" \t "_blank)* plugged **“Stubborn”**and claimed, *“****Keedron Bryant****may just be 14 years old, but he’s already got a lot of W’s to look back on*.*”* Meanwhile, [*Rated R&B*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fratedrnb.com%2F2021%2F10%2Fkeedron-bryant-says-hello-on-new-single%2F&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C9b71e5144420418f1ac908d9d16586b8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637771056247105154%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=Ii%2FnsjRVueN6NgiSFMfn0kQRCOEr%2BekEh6L%2F%2BDP1qos%3D&reserved=0)touted **“Hello”**and observed, *“Over a bouncy production that’s laced with hand claps,****Bryant****tries to respectfully holla at a girl that catches his attention*.*”*    Last Sunday, the NFC West-leading Los Angeles Rams recruited **Keedron** to perform the National Anthem at SoFi Stadium. He also hung out with the team and caused all kinds of locker room antics. Watch [HERE](https://www.instagram.com/tv/CYhkqTxs02r/?utm_source=ig_web_copy_link).    **Keedron**’s winning streak shows no signs of stopping or slowing. In 2021, he dropped a powerful cover of LaShun Pace’s “I Know I Been Changed” with Symba and GRAMMY®-winning artist Gary Clark Jr., which he performed on *The View* to celebrate Martin Luther King Jr.’s birthday. After capturing the attention of the world with his stunning original, “I JUST WANNA LIVE,” which was named 2020’s “Song of the Year” by the *Associated Press*, **Keedron** has continued to make emotional calls to action while surprising listeners with covers of R&B classics including Usher’s “U Don’t Have to Call” and Avant’s “My First Love.” Get to know **Keedron** now! | |  |  |  | | --- | --- | | |  | | --- | | A picture containing person, person, blue  Description automatically generated | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS PHOTO HERE [CREDIT: BRENT FLORES]](https://press.warnerrecords.com/wp-content/uploads/2021/10/Credit-Brent-Flores-3-scaled.jpg) | |  |  |  | | --- | --- | | |  | | --- | | **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 14-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. Keedron's work as a young activist continued with his collaborative performance of Jermaine Dupri's "Change" at the Biden/Harris "I Will Vote" concert and his work on the I Can’t Breathe / Music For the Movement EP, released in tandem by ESPN’s The Undefeated and Disney Music Group. This Christmas, he also performed at the 2020 Disney Park’s Magical Christmas Celebration. 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. | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW KEEDRON BRYANT**  [Instagram](https://www.instagram.com/keedronbryant/?hl=en) | [Twitter](https://twitter.com/keedronbryant) | [YouTube](https://www.youtube.com/channel/UCJvR2QWXfYBeov-7Y-Fw2Fw/featured) | [TikTok](https://www.tiktok.com/@nlechoppamusic?lang=en" \t "_blank)  **For more information on Keedron Bryant, please contact:**  Aishah White | Warner Records  [Aishah.White@warnerrecords.com](mailto:Aishah.White@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | | Shape  Description automatically generated with medium confidence | | | | | | |
|  |