# NIGERIAN STARS PHEELZ AND DAVIDO LIGHT UP THE WORLD WITH NEW SINGLE AND VIDEO "ELECTRICITY"

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"utterly cool" - Rolling Stone

"monumental part of the evolution of Afrobeats." - On The Radar Radio

**August 18, 2022 (Los Angeles, CA)** — Breakout Nigerian artist, songwriter, award-winning producer (Fire Boy DML, Davido, Olamide), and multi-instrumentalist **Pheelz** continues to heat up the summer with the sunny "Electricity" featuring Grammy Nominated Afrobeats icon **Davido**. The cut follows **Pheelz**'s breakthrough, "Finesse," and builds on the feel-good fusion of pop sounds he's explored in all his music so far. That carefree, celebratory energy is tangible in the accompanying video. Listen to "**Electricity**" <u>HERE</u> and watch the video <u>HERE</u>.

"Electricity" showcases the Lagos artist's preternatural gift for making massive hooks feel low-key, relaxed, and, most importantly, emotional. "Life is not that deep, it's all about the energy," Pheelz declares over warm synths and fluttering drums. "You know everything I do is nobody else's concern." His floaty delivery, paired with the breezy production and Davido's fluid vocals, make this the perfect anthem for late nights in the year's warmest months.

On collaborating with Davido, **Pheelz** said, "It was an amazing experience working with Davido. I had already recorded the song then I played it for him when we linked up. He liked it, and I asked him if he wanted to jump on it, and he did. Man, David's a really cool dude, and our recording session was smooth!"

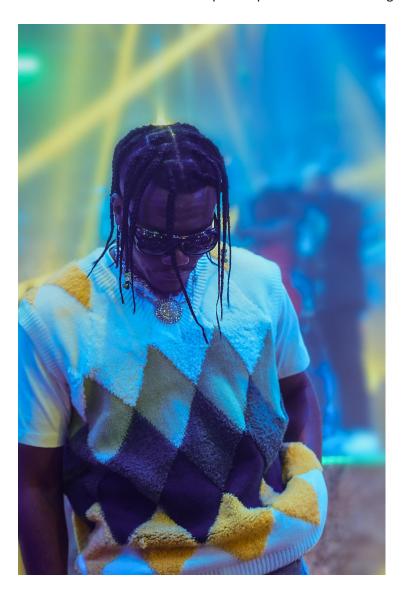
All of that is reflected in the TG Omori-directed video, which finds the collaborators in a series of luxe, colorful, and ultimately thrilling locations. **Pheelz** chills in a café filled with motorcycles and

women then meets up with Davido in what looks like an ice cavern equipped with a hot tub, before the two wind up performing in the midst of a crowded club, flanked by dancers.

"Electricity is about a boy in the darkness who has a light inside of him and just wants to shine. It's a motivational song with undertones of sadness. I hope the lyrics resonate with everyone out there going through dark times...going through life's dark valleys. I hope they are encouraged to turn on their lights and vibrate on another frequency to the record," said Pheelz.

2022 has been an exciting year for **Pheelz**, who has made the most of every opportunity that has come his way since the massive success of "Finesse," which established him as one of his home country's most gifted producers and songwriters, as well as an international star on the rise. He recently performed a dazzling set at Essence Fest's Afrobeats After Dark party in New Orleans and made his US television debut with a performance of "Finesse" on *NBC's Late Show with Seth Meyers*. **Pheelz** was also the first Afrobeats Artist to Perform at the BET Awards Pre-Show, where he earned a 2022 nomination for Best New International Act.

Now with "Electricity," Pheelz cements his status as one of Nigeria's most exciting crossover artists and delivers a track that'll no doubt be on repeat at parties all summer long.



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Credit - Ademola Ajibade

#### **ABOUT PHEELZ:**

Pheelz writes with passion and sings from his soul. Over the past few years, the Lagos artist has made songs that blur the boundaries between Afrobeats, R&B, and mainstream pop—using intense emotion and vibrant melody as a force that bridges diverse sounds and styles. Songs like "Finesse," featuring fellow Nigerian star BNXN, have started to resonate—bringing Pheelz' boundary-pushing music and earnest, heartwarming emotion to the top of the charts in the UK and his home country. In a sense, it's a moment that

Pheelz has been working toward since he was a kid. Pheelz, born Phillip Kayode Moses in 1994, grew up singing and playing keyboards in the church run by his father, who is a pastor in Lagos. He soon began producing and he landed his first hit at 16—"First of all" by Olamide, a woozy, electronic hip-hop jam. Since then, Pheelz has become one of Nigeria's most in-demand producers, working on records for stars like M.I, Mr. Eazi, and more. In 2020, he won Producer of the Year at The Headies—Nigeria's hip-hop awards—and in 2021, he released his breezy *Hear Me Out* EP, which earned millions of streams and brought his emotional pop to even more listeners around the world. Even so, the success of "Finesse" has changed everything for Pheelz, except his mission to put all of himself into his songs. He's sure that this is just the beginning of a meteoric rise now that he's inked a deal with Warner Records. "I've been plotting for years. I was ready," he says. "I *am* ready."

### **ABOUT DAVIDO:**

2022 has been a busy year for Afrobeat's icon Davido. The American born, Nigerian raised superstar saw his music streaming surpass +2 Billion and his social media footprint exceed +50M, making him the most followed Afrobeat's artist in the world. In April 2022, Davido released new projects including the multi-million streaming *Stand Strong ft. Sunday Service Choir,* the first single off his highly anticipated forthcoming album and his collaboration with FIFA on their 2022 World Cup Soundtrack "Hayya Hayya (Better Together)". Davido is currently performing his sold-out, *We Rise By Lifting Others World Tour.* 

Davido (born David Adedeji Adeleke) has cemented his position as a global force within the music scene, capped off by several milestones for the platinum artist including his second sold out show at London's O2 Arena and the release of his third studio album, 2020's *A Better Time*, the critically acclaimed follow up to his 1.2 billion streaming 2019 release, *A Good Time*. Released at the end of 2020, *A Better Time* debuted on Billboards 200 album chart garnering over 560 million streams and producing certified hits *High featuring Adekunle Gold, Holy Ground Ft. Nicki Minaj* and *Shopping Spree ft. Chris Brown & Young Thug. Shopping Spree* marked Davido's 10th entry on Billboard's World Digital Song Chart, it was highlighted by millions of video views and attracted the praise of Rolling Stone, HighSnobiety and Complex. In addition to both fan and critical acclaim, Davido's U.S. visibility continue to soar with thrilling national television appearances on The Tonight Show Starring Jimmy Fallon, The Daily Show with Trevor Noah and Jimmy Kimmel Live and magazine covers of Billboard, Flaunt, Dazed, L'Officiel to name a few. Davido has also been recognized with Billboard Music Award, BET Award, as well as several Grammy Nominations.

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