OMAH LAY RETURNS WITH NEW SINGLE "HOLY GHOST"

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"The Afro-fusion singer divulges his deepest vices, insecurities and stressors with beautifully melodic vulnerability ."
- BILLBOARD

"Record-breaking Afrobeats projects were released last year, as the genre continued to spread across international airwaves and music charts, but few managed to be as introspective as Omah Lay's debut album, Boy Alone."

- COMPLEX

"[his official debut album Boy Alone] ...saw his introspective storytelling, mesmerizing vocals, and infectious rhythms come to life even more." - HYPEBEAST

November 10, 2023 (Los Angeles, CA) – Topping off a breakthrough year marked by major milestones and hit records, Afro-fusion star **Omah Lay** returns with a new single entitled **"Holy Ghost"** today. Listen <u>HERE</u> via **Sire Records**.

The track boasts his ethereal vocals above organic instrumentation and natural percussion. He conjures mystery and joy in equal measure over the upbeat backdrop. Shaking the sadness and breaking free of the past, **Omah Lay** embraces the light and happiness of a positive path.

About the song **Omah** shares, "Holy Ghost is a symbol of my belief and fear for God, my respect and love for all his creations. It is incredible how I could find happiness in all this chaos, strength

and courage to move past what could have possibly been a dead end."

This summer **Omah** unveiled the deluxe edition of his album **Boy Alone**. Listen <u>HERE</u>. Right out of the gate, it incited widespread critical applause, garnering a 2023 Headies Award for Best Male Artist and Album, with <u>Complex UK</u> noting, "**Omah Lay** is keen to show another side to himself with the recently released deluxe version." Beyond its 133 million global streams, the <u>music video</u> for the "**Soso Remix**" with **Ozuna** has notably generated over 8.4 million YouTube views. <u>The Los Angeles Times</u> spoke to **Omah** for an all-encompassing Afrobeats feature, and he delivered a stellar performance on NPR *Tiny Desk* <u>HERE</u>. Overall, the album garnered attention from <u>The New York Times</u>, <u>HYPEBEAST</u>, <u>The FADER</u>, <u>Billboard</u>, <u>NME</u>, and more.

As a sought-after collaborator, **Omah Lay** has also lent his instantly recognizable voice to a string of notable Afrobeats hits this year, including **Libianca's "People," Victony's "Soweto," Bella Shmurda's "Philo,"** and recently he teamed up with **Big Boss Vette** on "**I Can't Stop,**" which was featured on the **Spider-Man: Across the Spider-Verse** soundtrack. With **Boy Alone Deluxe**, **Lay** expands upon his hit tracks, delving deeper and sharing fresh ideas that hint at the great things ahead for the Nigerian star.



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ABOUT OMAH LAY

With his darkly sparkling vocals, evocative storytelling, and contagious rhythms, Omah Lay is one of Nigeria's most talked about innovators. The 25-year-old singer and producer's brand of Afrofusion effortlessly pulls from his deep personal history with West Africa's percussion-heavy highlife genre, as well as his enthusiasm for the popular sounds of his generation—from classic rap to the Afro-beats empire flourishing in his home base of Lagos. He released his major label debut album *Boy Alone* to critical praise in 2022 which saw him sell out his second U.S. headlining tour. Previously he released his two inventive EPs in 2020, *Get Layd* and *What Have We Done*. On each project his voice beautifully unravels tales that range from introspective to romantic to gratifyingly explicit, and expertly laid over lush and soulful production. Layered with vivid scenarios and heartfelt confessions, Omah Lay's rich music not only depicts a young man daring to reveal his grittiest vices and innermost feelings, but also doubles as a fascinating window into Afro-fusion's bright and expansive future.

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