

**ALT-POP BREAKOUT ALEMEDA SIGNS WITH TOP DAWG ENTERTAINMENT AND WARNER RECORDS, DROPS MAJOR-LABEL DEBUT EP *FK IT***

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**September 19, 2024 (Los Angeles, CA)** — Alt-pop Ethiopian-Sudanese sensation **Alemeda** makes a bold entrance into the mainstream, unveiling her highly anticipated major-label debut EP, ***FK IT***. Released through a powerhouse partnership between **Warner Records** and **Top Dawg Entertainment (TDE)**, the project includes the emotionally charged new single “**I already dug your grave.**” Listen to ***FK IT*** [[HERE](#)].

**Alemeda's *FK IT*** is a fearless display of genre-blurring brilliance, blending gritty alt-rock, rebellious punk energy, and dreamy pop melodies. Featuring highlights like the viral anthem “[Gonna Bleach My Eyebrows](#)” and the infectious “[I hate your face.](#)” this EP is poised to cement **Alemeda** as one of alt-pop's most compelling new voices.

*"We couldn't be more excited to welcome **Alemeda** to the **Warner Records** family. She's an electrifying artist with a unique voice and vision, and '**FK IT**' is just the beginning of what will be an extraordinary journey," says **Aaron Bay-Schuck**, co-Chairman & CEO, **Warner Records**. "Her ability to channel her personal experiences into raw, boundary-pushing music makes her a perfect fit for our roster. **Tom (Corson)**, **Karen (Kwak)**, and our entire team are thrilled to be joining forces with **Top Dawg Entertainment** to bring **Alemeda's** innovative artistry to an even wider audience. Collaborating with TDE's exceptional team only amplifies our excitement for this groundbreaking partnership."*

Top Dawg Entertainment, known for shaping some of the biggest names in music, also expressed excitement about their first major alt-pop signing. "I'm excited to welcome **Alemeda** to the team and introduce her to the world. She's an amazing artist, and I'm proud of the way she's developed. Can't wait to see what the game has in store for her," says **Anthony "Top" Tiffith**, Founder & CEO, Top Dawg Entertainment.

*"It's been a pleasure to watch the growth and development of **Alemeda** over the past four years. I'm excited to introduce her to our roster with her debut EP,"* shares **Moosa Tiffith**, President, Top Dawg Entertainment.

The 8-track **FK IT** EP kicks off with the punchy and melodically soaring **"I hate your face,"** a masterclass in **Alemeda's** knack for crafting hypnotic choruses. The project dives deep into themes of empowerment, heartbreak, and self-discovery, with other standout tracks like **"Guy's Girl,"** a sharp, introspective take on friendships, and the anthemic **"Below The Belt,"** a pop-punk ode to standing strong in the face of adversity.

Also on the project is the standout track, **"I already dug your grave,"** which was recently featured in a **COLORS performance** and has already generated major buzz for its intense emotional delivery and genre-defying production.

*Rolling Stone* recently highlighted **Alemeda** as *"one to watch,"* noting that **FK IT** marks *"the arrival of an artist who's unafraid to push boundaries while delivering undeniable pop hits."*

With **FK IT**, **Alemeda** stands poised to make a lasting mark on pop culture. *"This EP is the truest expression of who I am right now,"* **Alemeda** shares. *"It's about letting go of what doesn't serve me and embracing the chaos and beauty of being real, unapologetically."*

#### **ABOUT ALEMEDA:**

Alemeda, the emerging Ethiopian-Sudanese artist makes Alternative Rock/Pop music as a form of self-expression and empowerment. The 23-year-old Singer/Songwriter/Producer made a name for herself with her viral 2021 debut single, "Gonna Bleach My Eyebrows," which has earned close to 34 million streams to date, following up with, "Post Nut Clarity" (two million and rising), in the summer of 2022. Telling tales of leveling up, and leaving regrettable exes in the past, she weaves between pop, rock, and alternative stylings while using soft melodies to capture her unbothered attitude. Alemeda's introduction to music was fairly unconventional. She grew up between Ethiopia and Arizona in a stern household with strict religious rules and customs where she was alienated from music up until the age of 10. Criticism and familial disapproval of her musical aspirations only made her more determined to push the envelope. After graduating high school, she left for Los Angeles to pursue her passion. Since then, she's written songs that bared her soul. As she gears up for the release of her long-awaited & highly anticipated debut EP, she's determined for her music to be a light in the darkness for others, just as she needed to be for herself. Her recently released singles, "Don't Call Me" and "Guys Girl," offer a glimpse into a new chapter of Alemeda's career, moving on from the turbulent emotions of adolescence to showcasing her growth and confidence.

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