

13-YEAR-OLD KEEDRON BRYANT STARES RACISM IN THE FACE WITH THE RELEASE OF POIGNANT "I JUST WANNA LIVE" VIDEO

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DIRECTED BY SARA LACOMBE



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"powerful song" – [President Barack Obama](#)

"[Keedron Bryant] turned heads on social media with his passionate performance about being a young black man in today's world" – [Billboard](#)

"['I JUST WANNA LIVE'] has become one of the unofficial anthems of a movement as Black Lives Matter protests have occurred around the globe." – [CNN](#)

"voice of a revolution" – [Interview Magazine](#)

"Keedron Bryant Is on a Mission to Heal the World With His Music." – [Complex](#)

"... bone-chilling, empowering, gut-wrenching - the list goes on. Perhaps the most awe-inspiring aspect is the sheer self-awareness and emotional intelligence that Bryant employs in his performance." – [Ones To Watch](#)

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 13-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.

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 Tabetta 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.

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