

## 13-YEAR-OLD KEEDRON BRYANT SHARES UPLIFTING NEW SINGLE “U GOT THIS”

DEBUT EP *I JUST WANNA LIVE* ARRIVES SEPTEMBER 11



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**August 21, 2020 (Los Angeles, CA)** – After the release of his powerful song “I JUST WANNA LIVE” gave the Black Lives Matter movement an anthem and captivated audiences and press alike, **Keedron Bryant** shares a brand new uplifting single entitled “**U Got This.**” Get it [HERE](#) via **Warner Records**.

On the track, hummable harmonies, a rich bass line, and flute-driven production underscore heartfelt verses. Hitting impressive high notes, **Keedron** promises, “*Today is your day, it’s gonna go your way...You got this, but you know that already.*” Integrating a gospel-style call-and-response into R&B pop, the song illustrates the scope of his soaring style. Most importantly, “**U Got This**” sets the stage for the release of **Keedron’s** anxiously awaited debut EP ***I JUST WANNA LIVE*** – set for release on September 11. Pre-save the EP [HERE](#).

**Keedron** continues to make headlines. [TIME](#) recently spoke to him in-depth about “I JUST WANNA LIVE” in addition to features from [Rolling Stone](#) and [Billboard](#), who praised the [music video](#) and

wrote, “The simple, but hard-hitting lyrics of the song, fleshed out into a three-minute, slow-burning soul stirrer, are enhanced by [director Sara] Lacombe’s stark imagery.”

**Keedron** has become the voice of the Black Lives Matter movement. “I JUST WANNA LIVE” has notably garnered millions of YouTube views as **Bryant** earned widespread acclaim and an endorsement from President Barack Obama. He opened the 2020 BET Music Awards, appeared on ABC’s primetime special *Juneteenth: A Celebration of Overcoming*, and recently spoke to thousands of teens at Nile Rogers’ *We Are Family* teen summit as a 2020 global teen leader! Since its official release, “I JUST WANNA LIVE” has continued to attract fervent fan and critical support. He released a new [rendition](#) featuring Andra Day, Lucky Daye, and IDK and delivered a timely PSA for *The FADER*’s [Digital FORT](#).



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**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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