

KEEDRON BRYANT SPREADS UNBRIDLED OPTIMISM IN OFFICIAL “U GOT THIS” VIDEO

PERFORMING LIVE TODAY FOR ONES TO WATCH X LIVE NATION'S "ARTIST OF WEEK" SPOTLIGHT – 5PM PT/8PM ET

"I JUST WANNA LIVE" GOSPEL SPIRIT MIX OUT FRIDAY, SEPTEMBER 4

DEBUT EP *I JUST WANNA LIVE* AVAILABLE SEPTEMBER 11



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September 2, 2020 (Los Angeles, CA) – 13-year-old **Warner Records** artist **Keedron Bryant** releases his feel-good video for “**U GOT THIS**,” directed by Liv Coron Laka. The heartwarming visual captures children pushing through personal hardships as **Keedron** belts out words of encouragement on a schoolyard basketball court. The piece culminates in joyful moments of a daughter defeating cancer, a young athlete making the basketball league, and a student acing his school test – reminding us all that we can weather any storm. Watch the “**U GOT THIS**” video [HERE](#). **Keedron** will also be taking over Live Nation's Instagram Live today for a special performance in collaboration with *Ones To Watch*'s new #ArtistOfTheWeek spotlight. Tune in [HERE](#) at 5pm PT/8pm ET.

With the releases of “**U GOT THIS**” and the powerful Black Lives Matter movement anthem, “**I JUST WANNA LIVE**,” the social impact behind **Keedron**'s music is undeniable. He has already received major endorsements from Barack Obama, Alicia Keys, Dr. Dre, and Kirk Franklin as well as acclaim from [TIME](#), [Rolling Stone](#), and [Billboard](#), among others. This Friday, September 4, Keedron will also

be sharing the "I JUST WANNA LIVE" Gospel Spirit Mix. Working closely with super-producer Dem Jointz (Brandy, Mariah Carey, Anderson .Paak), Keedron's highly awaited debut EP *I JUST WANNA LIVE* is set for release on September 11. Pre-save the EP [HERE](#), and prepare to be uplifted.



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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 Tabetha

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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