

## “FELL TOO FAR” SINGER NICK BONIN SIGNS TO MASKED RECORDS / WARNER RECORDS

AFTER BEING CHAMPIONED BY FAZE CLAN & THE *FORTNITE* COMMUNITY, BONIN SHARES NEW VIDEO FEATURING RISING GAMER ROSE

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**October 8, 2020 (Los Angeles, CA)** – 19-year-old North Carolina singer **Nick Bonin**, responsible for the viral smash “[Fell Too Far](#),” which is spiking online with over 30 million streams across platforms globally, announces his signing to Roger Gengo’s **Masked Records** in partnership with **Warner Records**. To commemorate the news, **Nick Bonin** shares the anticipated video for the surging track. Watch it [HERE](#). The emotional video depicts the turmoil of a rocky

relationship. It's a heartbreak anthem that's anchored not only to **Nick**'s emotional maturation, but his musical evolution. The young creative had been tinkering with music production for quite some time, making music for others before his own and teaching himself to engineer vocals by the time he was a freshman in high school.

"Fell Too Far" actually sat dormant online for months until it organically started to spin up when it was championed by the online *Fortnite* community after **FaZe Clan** used the track in one of their YouTube montages, racking up 1 million-plus streams and leading to thousands of fans creating their own YouTube and TikTok videos synced to the song. Roger Gengo said, "*Fell Too Far* slapped me across the face five seconds into playing it for the first time. It's inconceivable to think **Nick** made this song in his bedroom. After meeting **Nick** and hearing that his unreleased music is somehow even better, I knew I wanted to work with **Nick** to take his music from his bedroom to reach across the globe."

Now the universe has brought it full circle with **Nick** tapping young gamer-on-the-rise **Rose Ruland** to star alongside him in the video. Rose is an up-and-coming streamer and content creator who started amassing a following on Twitch earlier this year at the beginning of quarantine, known for holding her own while playing *Call of Duty: Warzone* with pro players. Follow Rose on [Twitch](#), [Instagram](#), [Twitter](#) and [TikTok](#).

The video starring **Nick** and **Rose** was produced by FaZe Clan's production team and is set in a FaZe Clan fan's dream bedroom, complete with neon signage, limited edition merch collaborations with Juice WRLD and Manchester City and more FaZe Clan easter eggs. Check it out now and stay tuned for more from the emerging artist.

#### **ABOUT NICK BONIN:**

It was less than two years ago that Charlotte, NC artist Nick Bonin, who suffers from a diagnosed panic disorder, became so agoraphobic that he wouldn't leave his room for weeks at a time. He dropped out of high school and gradually found respite from his mental illness in making music (singing and producing all of his own stuff). Sonically rooted in contemporary hip-hop, his music takes punk sensibilities —a scene from which he emerged — and combines it with the best of the emo-pop movement. Considering the Colorado-based artist was scraping pennies for a pack of cigarettes only months ago, he himself can hardly believe the rate of his professional evolution. Now with over 250,000 monthly listeners on Spotify and a new lease on life, Nick is finally at the helm and manifesting his destiny.

#### **FOLLOW NICK BONIN:**

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