

RISING MEMPHIS RAPPER CLAY “KRUCIAL” PERRY III ANNOUNCES FORTHCOMING EP *IF WE MUST DIE* SET TO RELEASE ON MARCH 19TH VIA DRUMATIZED / WARNER RECORDS

NEW SONG AND VIDEO “NOT MY FAULT” OUT NOW

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March 5th, 2021 (Los Angeles, CA) - Emerging Memphis rapper **Clay “Krucial” Perry III** has just shared a new video for **“Not My Fault”** with the announcement of his major label debut mixtape titled ***If We Must Die*** via Tay Keith’s **Drumatized** label and **Warner Records**. The Memphis upstart is forging a path to stardom as an emerging artist with new music and visuals, however, **Clay** is no stranger to balling with the bigs at game time. The native Tennessean mastered the craft of mixing records and has engineered artists from the likes of NBA Youngboy to Rico Nasty and many more. The artful new video for **“Not My Fault”** finds **Clay** solo in the night hours harmonizing promises of retaliation while making it abundantly clear over the guitar-laden production, he is not the one to blame. **“Not My Fault”** arrives on the heels of his previous release **“4TheDayiGo”** as **Clay** continues to build on the visual narrative driven by his storytelling lyrics we can expect on the forthcoming project ***If We Must Die***.

Under the “Krucial” moniker, **Clay** released several well-received projects independently including *Krucifix* in 2018 and 2019’s *It Could’ve Been Different* and *The Hussle Theory*, which garnered the attention of prominent super-producer and fellow Memphis native Tay Keith. In 2020, Tay Keith signed **Clay “Krucial” Perry III** to his growing label, **Drumatized**, as their debut act. Now with a new deal and EP slated to hit the streets on March 19th, sky’s the limit for Memphis’ finest.



PHOTO CREDIT: DYLAN OLSON

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ABOUT CLAY "KRUCIAL" PERRY III:

Clay "Krucial" Perry III is no newcomer to the music industry. After years of working as an engineer for some of the top acts of this new era - NBA Youngboy, Yo Gotti, Blocboy JB, Rico Nasty, Yella Beezy and more, Clay craved to delve deep into his pioneering skills as an Artist. Balancing both the front and backend of the music business, Clay decided to create his musical alter ego, Krucial and transition to the center of the stage. Now gearing up for his first project of 2021 set to release in March, Clay is excited to give fans a taste of Memphis sound fused with relatable real-life stories. Partnered with Tay Keith and a slew of amazing Drumatized producers, Clay's sound is poised to resonate with fans across the World.

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