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| |  | | --- | | **"B\*\*\*K"**  **WATCH/LISTEN:**[**https://lnk.to/PaSalieu-BK**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flnk.to%2FPaSalieu-BK&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C96e2d8c9092149045abb08d87c264091%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637395851029937507%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=N1sz6yxi5QE4o2KJlXuxo0GqkzA%2B6CVa1YkXkGdK7zM%3D&reserved=0)  *"[Pa Salieu] carved out a lane of his own"*  **Complex**  *"Pa Salieu Will Make You Feel Heard"*  **DJ Booth**  ***"****Coventry’s hopeful rap star"*  **The FADER**  *"Pa Salieu presents black suffering in its diasporic complexity"*  **Pitchfork**  After receiving widespread acclaim for his releases thus far this year, Gambia by-way-of Coventry’s Pa Salieu has established himself as one of the most exciting and pioneering young voices in music within the space of nine short months. Now, the multi-faceted artist continues his ascent with the release of the brand new single "B\*\*\*K" in line with Black History Month in the UK. Produced by Felix Joseph, AOD and Kwes Darko, "B\*\*\*K" is an anthemic track about racial identity and arrives alongside a sleek video that highlights the richness of black culture by the duo who also directed his visuals for "[Frontline](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DIaQjlagBnG0&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C96e2d8c9092149045abb08d87c264091%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637395851029937507%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=3B5m8hEGYU3CfQRALQG8e2sLfqnoavB7qoSYgFwUGj4%3D&reserved=0)" and "[Dem A Lie](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DlevF4kJsIw0&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C96e2d8c9092149045abb08d87c264091%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637395851029947502%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=f6uC1o45NupqV2zxYDLrP3CSoXOODJHkdplvwTt%2B%2Fzc%3D&reserved=0)," Meeks + Frost. Its release comes on the heels of previous single "[My Family](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FxxTV3vODb3s&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C96e2d8c9092149045abb08d87c264091%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637395851029957501%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=pIvPxveNMwnUiXWXzfM%2BYAXL89yJviwZHBEfw69kXhs%3D&reserved=0)," which features London-based rapper Backroad Gee, was debuted by Annie Mac as Hottest Record In The World and was accompanied by one of this year’s most distinctive videos directed by Femi Ladi.  Few artists are able to create the groundswell of excitement and support the way that Pa has in such a short amount of time. Mobilizing specialist support with the massive "[Frontline](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DIaQjlagBnG0&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C96e2d8c9092149045abb08d87c264091%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637395851029957501%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=KQnHIqFbYYQQZOzDKPWrbr8uhI2Xtcd7%2B6xq6ezABFo%3D&reserved=0)"at the start of the year, which was not only the second song the gifted young artist ever recorded but also one of the most played tracks at BBC 1Xtra this year, Pa continued to both innovate and refine his singular style with the release of double singles "[Bang Out](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dw3NPhQjjZB0&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C96e2d8c9092149045abb08d87c264091%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637395851029967489%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=s5G3j%2BngECpqDDuqBmjEASOkHOxKuzt%2F8SWhjVzPa2M%3D&reserved=0)" and "[Betty](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DRhmT77slD78&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C96e2d8c9092149045abb08d87c264091%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C1%7C637395851029967489%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=YzFYSeLw2lEeO%2FBG2p99%2B%2Fh51E%2B6o3%2Fg%2BdvUGkM%2Faos%3D&reserved=0)" in May, the latter of which sampled new romantic hero David Sylvian. Since then, Pa has collaborated with a range of artists from SL to jazz virtuoso Yussef Dayes, not to mention his Burberry x The Face project with Black Midi’s Morgan Simpson, and won over a laundry list of champions that include Burberry’s Riccardo Tisci, OVO co-founder Oliver El-Khatib, Annie Mac, Tiffany Calver, Benji B, FKA twigs and Virgil Abloh amongst others, cementing him as an artist whose unique style both defies labels.  Listen to and watch "B\*\*K" above and stay tuned for more from Pa Salieu coming soon.  ﻿ | |

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