FOR IMMEDIATE RELEASE

AUGUST 21, 2023



**RYAN GOSLING TAKES FANS BEHIND THE SCENES OF “I’M JUST KEN” WITH EXCLUSIVE NEW VIDEO**

[**WATCH THE “‘I’M JUST KEN’ EXCLUSIVE”**](https://barbiethealbum.lnk.to/KenExclusive)

**FEATURING UNRELEASED FOOTAGE OF THE *BARBIE* CAST, GRETA GERWIG, MARK RONSON,**

**“I’M JUST KEN” CO-WRITER/CO-PRODUCER ANDREW WYATT AND MORE**

[***BARBIE* *THE ALBUM***](https://barbiethealbum.lnk.to/BTA)**SURPASSES 1B+ GLOBAL STREAMS**

***BARBIE* CONTINUES TO DAZZLE AT GLOBAL BOX OFFICE WITH OVER $1B WORLDWIDE**

****

**Ryan Gosling** is taking fans behind-the-scenes for an exclusive look at his show-stopping performance of “**I’m Just Ken**” in **Greta Gerwig**’s critically acclaimed blockbuster film, *Barbie*, starring **Margot Robbie** and **Ryan Gosling** as Barbie and Ken and distributed by Warner Bros. Pictures. Featuring previously unreleased footage from the making of both the song and scene in the film, watch the official **“‘I’m Just Ken’ Exclusive”** video streaming now [**HERE**](https://barbiethealbum.lnk.to/KenExclusive).

Racking up over **75M** worldwide streams, reaching the top 5 on **Billboard**’s “Hot Rock & Alternative Songs” and becoming **Gosling**’s official **Billboard** “Hot 100” chart debut, “I’m Just Ken” has quickly proven a cultural phenomenon as one of the indisputable highlights from the groundbreaking and star-studded [***BARBIE THE ALBUM***](https://barbiethealbum.lnk.to/BTABWE), which has officially amassed over **1B** global streams. For more information, download ***BARBIE THE ALBUM*** press materials [**HERE**](https://press.atlanticrecords.com/BARBIE-ALBUM).



[**DOWNLOAD HI-RES IMAGES HERE**](https://warnermusicgroup.box.com/s/mhwdxelyf37ta55ki3djzexig5uu8pjv)

**WHAT CRITICS ARE SAYING ABOUT *BARBIE THE ALBUM***

*“The Album of Summer 2023****”* – COSMOPOLITAN’S “BEST MOVIE SOUNDTRACKS OF ALL TIME”**

*“‘Barbie the Album’ Is Like a Perfect Night on the Dreamhouse Dancefloor. You Won’t Want It to End”* **– ROLLING STONE**

*“the soundtrack of the summer, a cultural moment of pop music's biggest icons”* **– THE TODAY SHOW**

*“an upbeat, immersive soundtrack full of pop gems from a global who’s who of top pop hitmakers”***– BILLBOARD**

*“the kind of stellar original soundtrack we haven’t heard in years”* **– USA TODAY**

*“an electric sprawl of a soundtrack that can be enjoyed from start to finish”* **– ASSOCIATED PRESS**

*“The soundtrack is more than just an accessory...it is a crucial element in bringing Gerwig’s creative vision to life*” **– PEOPLE**

*“more memorable pop moments than most major motion picture soundtracks”* **– FADER**

*“a veritable toybox of the biggest pop stars today”* **– GRAMMY.COM**

*“a shimmering pop mixtape as joyful as the movie”* **– CONSEQUENCE**

*“The Barbie soundtrack is a pop lover's dream”* ***–* ESQUIRE**

*“a stellar musical experience”* – **FORBES**

**CONNECT WITH *BARBIE THE ALBUM*:**

[BARBIETHEALBUM.COM](https://www.barbiethealbum.com/) | [INSTAGRAM](https://www.instagram.com/barbiethealbum/) | [TIKTOK](https://www.tiktok.com/%40barbiethealbum) | [TWITTER](https://twitter.com/barbiethealbum) | [FACEBOOK](https://www.facebook.com/BarbieTheAlbum/) | [PRESS SITE](http://press.atlanticrecords.com/barbie-album)

***BARBIE THE ALBUM* PRESS CONTACT:**

ANDREW GEORGE | ANDREW.GEORGE@ATLANTICRECORDS.COM