FOR IMMEDIATE RELEASE

SEPTEMBER 1, 2023

**RAICHE IS BACK WITH “BIG DADDY”**

**RISING R&B STAR UNVEILS FIRST NEW SINGLE OF 2023 ALONG WITH VISUALIZER**

**“BIG DADDY” AVAILABLE NOW VIA GDE/ISLAND PROLIFIC/ATLANTIC RECORDS**

**LISTEN TO “BIG DADDY”** [**HERE**](https://raiche.lnk.to/BigDaddy) **| WATCH THE VISUALIZER** [**HERE**](https://raiche.lnk.to/BigDaddyVideo)

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CREDIT: Brittany "BJ" Houston-Johnson

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Rising R&B vocalist **Raiche** is back with her eagerly awaited new single, “Big Daddy,” available now via GDE/Island Prolific/Atlantic Records [HERE](https://raiche.lnk.to/BigDaddy). Watch the visualizer [HERE](https://raiche.lnk.to/BigDaddyVideo).

*“This is one of many singles that chronicle my love life and this one came from me getting out of a relationship and wanting to feel sexy again,” explains Raiche. “I’ve known so many close friends who’ve gotten out of bad relationships and wanted to feel lovable, sexy, and comfortable giving their trust to someone again. Whether that means him picking a romantic restaurant, understanding my love language or simply putting me first… I’m looking for a ‘BIG DADDY’ who has what it takes. ‘Big Daddy’ is one of one—it feels good and it's authentically me. I had apprehensions about the term ‘Big Daddy’, but I redefined it, and it describes what I am looking for in a future partner. A real man who treats me well. Just that simple. I feel like ‘Big Daddy’ is intentionally sexy and sensual…yet still very classy."*

Following her recent live performance at Atlanta’s [Funk Fest](https://www.instagram.com/reel/CwUDKKgNBAW/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==), “Big Daddy” marks the first new music of 2023 from Raiche following a spectacular series of 2022 releases including “[Fool](https://raiche.lnk.to/Fool),” “[Feelings](https://raiche.lnk.to/Feelings),” “[New York New York](https://www.youtube.com/watch?v=WiRwy9sn1q0),” and “[I Hate Christmas](https://www.youtube.com/watch?v=2YfeJ2GijNU),” all of which are accompanied by official music videos streaming now at YouTube [HERE](https://www.youtube.com/@MyNameIsRaiche/videos).

Named one of *Billboard*’s “*15 Hip-Hop & R&B Artists to Watch in 2021*” as well as an *ESSENCE* “*Rising Star*,” YouTube “*Artist on the Rise*,” and iHeartRadio “*On The Verge Artist*,” Raiche has quickly proven to be a creative sensation and breath of fresh air in contemporary R&B. The gifted young artist fuses soulful roots with modern pop to concoct a genuinely distinctive new sound all her own, lit up with confidence, consistency and positivity. Born and raised in Pittsfield, MA, just two hours outside of Boston, Raiche devoted her energies towards music from an early age, uploading cover videos to YouTube that almost immediately earned her online applause. Her musical dreams almost came to a halt following high school graduation but some encouraging words from her beloved Nana eventually led her to Boston, where she met and began being mentored by DJ Knock Out. The local legend soon introduced Raiche to her GDE production team as well as to superstar songwriter Prince Charlez (Rihanna, Beyoncé, Usher), who promptly signed the talented vocalist to his recently launched Island Prolific imprint at Atlantic Records.

Now boasting over **20M** worldwide streams across her growing body of work, Raiche made her national debut with 2018’s “[Money Pies](https://raiche.lnk.to/MoneyPies),” streaming [HERE](https://raiche.lnk.to/MoneyPies); a colorful official video – directed by the all-female Verluxe collective – can be viewed [HERE](https://www.youtube.com/watch?v=UKNm0U-Yy9A). Raiche’s acclaimed debut EP, [*DRIVE*](https://raiche.lnk.to/DriveID), followed the next year, highlighted by the powerful title track, “[Drive](https://www.youtube.com/watch?v=b6g2MDcVyag),” featured in Netflix’s *Self Made: Inspired by the Life of Madam C.J. Walker*. The EP’s “Complicated” also proved a true fan favorite, now with more than **3.2** worldwide streams and over 900K views via the MA-based singer’s official YouTube channel [HERE](https://www.youtube.com/watch?v=ORMLd-EEU0U).

2020 saw Raiche’s star ascend with “[Pick A Side](https://raiche.lnk.to/PickASide),” which reached #2 at R&B radio outlets nationwide while earning more than **5M** worldwide streams. The track is joined by an official music video (streaming [HERE](https://www.youtube.com/watch?v=kU_3fs2Cva4)) as well as a melodic remix featuring 2x GRAMMY® Award-nominated R&B icon Ty Dolla $ign, available [HERE](https://raiche.lnk.to/PickASideRemix). Raiche further celebrated “Pick A Side” with a spectacular live performance on NBCUniveral’s nationally syndicated *Kelly Clarkson Show*, streaming [HERE](https://www.youtube.com/watch?v=6QEoFth6YMY).

A person in a red dress with her arms out

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CREDIT: Brittany "BJ" Houston-Johnson

DOWNLOAD HI-RES PRESS PHOTO [HERE](https://warnermusicgroup.box.com/s/7hxt55a3rekikumwhvcc0lpxdreo9153)

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