FOR IMMEDIATE RELEASE

FEBRUARY 9, 2024

**HONEY BXBY IS TAKING THE REINS OF CHAOTIC R&B WITH LATEST SINGLE**

**RELEASE “FKN HIM TOO”**

**COMES ON THE HEELS OF THE SINGLE RELEASE FOR “TOUCHIN’ (REMIX)”**

**FEATURING LABELMATE KALIII**

**HITTING THE ROAD FOR SECOND NATIONAL TOUR SUPPORTING FLYANA BOSS**

**FOLLOW-UP TO HONEY’S TELEVISION DEBUT AND PERFORMANCE**

**AT THE 2023 SOUL TRAIN AWARDS**

**MORE MUSIC TO COME FROM THE RISING SONGSTRESS IN 2024**

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[**DOWNLOAD**](https://honeybxby.lnk.to/FknHimToo) **“FKN HIM TOO”**

Rising New Jersey star, **Honey Bxby**, releases her latest single “**[Fkn Him Too](https://honeybxby.lnk.to/FknHimToo)**” produced by **Worldwide Fresh** (Beyoncé, Doechii Coi Leray, Berner, Teyana Taylor). The iconic record samples the legendary R&B divas **SWV**’s “I’m So Into You.” “Fkn Him Too” comes on the heels of the single and visualizer release for the official remix for “**[Touchin’](https://www.youtube.com/watch?v=0Pzz-UAQPOA)**” featuring labelmate Kaliii. She was also recently announced as direct support on **Flyana Boss**’s upcoming national tour. With a monumental debut under her belt, expect more music to come from the rising songstress in 2024.

Last November, New Jersey’s rising star, **Honey Bxby**, made her television debut during the [**2023 Soul Train Awards**](https://www.youtube.com/watch?v=TGt24pH7aYc). The songstress performed her hit single “**[Touchin](https://www.youtube.com/watch?v=lyeXiSpmjAE)**[’](https://www.youtube.com/watch?v=lyeXiSpmjAE)” from her previously released EP, [**3 Words, 8 Letters**](https://honeybxby.lnk.to/3wrds8ltrs). The historic performance came on the heels of Honey’s visual release for the track “[**Poseidon**](https://honeybxby.lnk.to/PoseidonVideo).” Honey also sat down with the [**Pink Room with Drea**](https://www.youtube.com/watch?v=rZ17URDRnlo) powered by MajorStage as she discussed growing up in New Jersey, meeting Kehlani, opening for Sexyy Red, and more. At the end of last year, Honey wrapped as direct support on **Sexyy Red’s *Hood Hottest Princess Tour***.

# # #

**HONEY BXBY**

Few stars burn as bright as Honey Bxby. A New Jersey native, the multi-hyphenate singer-songwriter developed her talents from an early age. Raised on contemporary artists like Drake, Alicia Keys, and Kehlani, she spent hours studying their melodies, cadences, and lyrics. Inspired by their introspective approaches to storytelling and applied that to her writing style. Honey would go on to begin performing privately to friends before uploading covers of songs online. A siren for the YouTube generation, Honey dropped her first song back in 2019 while simultaneously attending cosmetology school. While working, briefly, as an exotic dancer and on a hiatus from music, she was discovered through Instagram. A chance meeting with her now manager, K Mack, helped launch her career. Merging disarming truthfulness with flesh-and-blood-sex appeal, her emotional honesty has garnered rising notoriety. Her singular soundscape blends serene, honey-laced vocals with unbridled and cold-blooded raps. On her debut EP, she flits through genres with bullish command. In a sea of sameness, while the bulk of her peers are more concerned with aesthetics and manufactured personas, Honey’s self-contained authenticity is reassuring to a generation still forming the language around complex emotions. Honey has a knack for using Instagram as a personal and unfiltered diary while encouraging her fans to be their most true selves. “*There’s no persona, this is me all the time. I’m talking a lot of shit. I try to show myself*. *I just wanna inspire people to be the best versions of themselves. As an artist it’s not just about your music. It’s about your image, your personality, your character, all of that.”* Since the release of her debut EP, the songstress has stayed quite active. She’s since released *Touchin’: The Pack*; a compilation of several variations of Honey’s hit single. She followed up with the release of the official visual for her EP track “Poseidon.” This past fall, Honey embarked on her first tour as direct support, along with labelmate Kaliii, on Sexyy Red’s *Hood Hottest Princess* tour. Honey made her television debut at the 2024 BET Soul Train Awards where she performed “Touchin’.”

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