FOR IMMEDIATE RELEASE

FEBRUARY 12TH, 2021

**KRANIUM ADDRESSES “TOXIC” LOVE WITH HIS BRAND NEW 5-TRACK EP**

***TOXIC* AVAILABLE NOW EVERYWHERE** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkranium.lnk.to%2FToxic&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407861964%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Ka99Q1n3Gyn2Gg1Xdw34rnsyuBvleDdbpSnHqHok6qE%3D&reserved=0)

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Today, dancehall’s superstar Kranium continues to solidify his presence as a dynamic musician, with the release of his brand new EP, *Toxic,* just in time for Valentine’s Day*.* The 5-track project features classics such as “[Block Traffic](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkranium.lnk.to%2FBlockTraffic&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407871959%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=TFDbLu3Ye6Sc17bZo4SwunRqGeybVJ8DpqM3eYA5hgA%3D&reserved=0),” “[Through The Window](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkranium.lnk.to%2FThroughTheWindow&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407881953%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=gN7dg%2F2Noer4VvVrZPHcezNvSBEMx6ECGMLYIehCUoM%3D&reserved=0)” and [“Gal Policy](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkranium.lnk.to%2FGalPolicyVideo&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407891947%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=dcxGdTUGGsiV238Yy9UEOhgqYqJUZ3v6nzls%2BkltFoM%3D&reserved=0)," along with a new record "Won't Judge." The Jamaican-born, NYC-based artist’s latest project is a clear display of not only his sonic abilities, but charisma and clever wordplay that appears on many of its tracks. In addition, the release is celebrated with an official music video for “Won’t Judge”; watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkranium.lnk.to%2FWontJudgeVideo&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407871959%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=N1rypXfZewtkT6aDLN%2BIZ%2FmzyK7h7Tkuy3sSTBJ4K8Q%3D&reserved=0). Listen to *Toxic* EP now via all digital retailers and streaming platforms [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkranium.lnk.to%2FToxic&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407861964%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Ka99Q1n3Gyn2Gg1Xdw34rnsyuBvleDdbpSnHqHok6qE%3D&reserved=0). “It’s a melody-driven EP” – Kranium.

The unveiling of *Toxic* arrives after Kranium released the official music video for his collaboration “Block Traffic (Feat. [Rytikal](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Frytikalmuzic%2F%3Fhl%3Den&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407891947%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=eemQNShSV%2BG1gTFp3wPVdB%2Fp5LnujSH0dng%2FOwsD0wA%3D&reserved=0))” last month. The video, filmed in Jamaica and directed by 300K, is a breezy, film-style visual that complements the song and shows a slightly different side to both artists; watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D8D0sUhsWBXo&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407901947%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=TwN3LxovmT5f0oUdjxEs3eKv4JueajNApUY0lsCe9cQ%3D&reserved=0). As mentioned, *Toxic* features "Gal Policy," the biggest dancehall track of 2020, with over 50 million streams combined and features on not only *major* playlists, but international radio.

*Toxic* is a long-awaited follow up to Kranium’s impressive debut album, *Midnight Sparks*, released in December 2019. Kranium’s aforementioned hits that have taken the world and dancehall scene by storm are all featured on the new EP. Despite his US takeoff, Kranium's contributions to dancehall and music are recognized globally, with countless plaques in the United States, Canada and the UK. Having toured the world, the star's popularity ranges all the way to Africa, with strong ties to major Afrobeats artists. *Toxic* is just a sneak peak of what Kranium has planned in the future.

Over the years, Kranium has continuously provided fans with hits that are here to stay, taking over parties and bashments everywhere. All of the hard work seems to paying off as Kranium snagged yet another GOLD certification (“We Can” – Canada) this year and was recently nominated for the [*Best Dancehall Act* category for the2021Caribbean Afro Music Awards (CAMA)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcamawards.co.uk%2Fbest-dancehall-act&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407901947%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=xSwhrvqPCHb6KuHl1kQAWMjHvr6qgEHqaBkZghozhEE%3D&reserved=0) **taking place next year in London.** The voting period is open now! For more information and to vote visit [here](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcamawards.co.uk%2Fbest-dancehall-act&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C36619536a52a4bd7257a08d8cea880fb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637486570407911938%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=1uPBCDKFYVUb4lfOn5pVBTAB5F8tw%2FwO0UuKJPRDsII%3D&reserved=0).

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Global entertainer Kranium is taking dancehall music and his unique sound worldwide by delivering a simmering sonic cocktail of Reggae, R&B, Hip-Hop, and Soul. His music has streamed over half-a-billion times to date, and his talent praised by the likes of Hypebeast, The Fader, Dancehall Mag, and Complex – with claims that “If there's anything Kranium seems to get right each time, it's the formula for making another hit." As a successful performing artist, Kranium has managed to bring the dancehall culture to stages where some artists have never been – territories ranging from the Caribbean to the Middle East to the South Pacific

.

In a very short time Kranium has established himself as one of the hottest international dancehall artists with hits like “Nobody Has to Know,” “Lifestyle,” and “History.” He started to record in New York around 2008, earning the name Kranium for his ability to record songs “straight off the head” with no pen or paper, catapulting his career from New York’s underground dancehall scene to performing on BET to then signing to Atlantic Records. “Nobody Has To Know”’s widespread success has helped Kranium make history as the first New York-based dancehall artist to score a major international hit since Shaggy. Far from a one-hit wonder, Kranium followed up his initial success with songs like “Can’t Believe Feat Ty Dolla $ign & Wiz Kid” which went on to accumulate over 9 million audio streams on Spotify alone while peaking at #12 on the Reggae Charts.

In 2019, Kranium unveiled his debut album, *Midnight Sparks* to the world. The album saw Kranium continuing to craft a simmering sonic cocktail of reggae, R&B, hip-hop, and soul, including superstar features from the likes of AJ Tracey, Mahalia, Burna Boy, and longtime collaborator Ty Dolla $ign. The album showcases fiery singles as “So Me Move,” “Just The Style (Feat. Alkaline),” “Talkin’ (Feat. PJ),” and “In Charge.” Kranium’s sparkling debut was followed in 2020 with the release of “Gal Policy,” a fan-favorite with a lyric video that accumulated over 14 million views in six months of its release. In addition, Kranium also unveiled the aforementioned “Through The Window,” afterwards closing out the year with a fiery collaboration “Block Traffic (feat. Rytikal).”

This year, Kranium has unleashed his most personal project yet, with the stunning EP, *Toxic.*

**KRANIUM**

***TOXIC* EP**

TRACKLIST





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