FOR IMMEDIATE RELEASE

NOVEMBER 13TH, 2020

**K’RON, LIL KEED AND IiAN RICH WANT YOU TO COME TO “MY SPOT”**

**ACCLAIMED RISING R&B STAR UNVEILS CREATIVE MUSIC** [**VIDEO**](https://kron.lnk.to/MySpotVideo) **WITH LIL KEED AND IiAN RICH**

**WATCH “ROUND OF APPLAUSE (ROUNDS REMIX)” VIDEO**[**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fm.youtube.com%2Fwatch%3Fv%3DG_whZ7k50-4&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861682677%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ZH38QaUpSfISwt4AVH%2BwcBU2AoZw42Ejcy0iBZwxd5A%3D&reserved=0)

[***WILD LOVA VOL.1***](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkron.lnk.to%2FWildLovaVol1&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861682677%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Hvzz2C2nkBfSsNijWwpP20QYVv7JqE%2B7HwIubss3Bgk%3D&reserved=0) **AVAILABLE AT ALL DSPS AND STREAMING SERVICES** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkron.lnk.to%2FWildLovaVol1&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861692633%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=GxuTBjzHfNcNDa64fyGdX4pz33mZ8ICeYNBZwQxqY1o%3D&reserved=0)



Fresh off the release of his viral TikTok smash “Round of Applause,” Atlantic recording artist K’ron is introducing his second release of the year, “My Spot,” a rhythmic gem featuring rising star and rap sensations Lil Keed and IiAN RICH. “My Spot,” produced by Young Fyre [Lil Wayne, Rick Ross, T-Pain, Britney Spears], is sure to be an anthem for 2021—arriving today at all DSPs and streaming services [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkron.lnk.to%2FMySpot&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861702588%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=TDxQ6s2RbMWeENW5d%2FzGtMm4G6RSZSaksy4mx0FoDUY%3D&reserved=0), along with an official companion visual that is reminiscent of fan favorite gangster movies like “Reservoir Dogs,” directed by Meg Gamez; watch [HERE](https://kron.lnk.to/MySpotVideo).

“My Spot” is a promising follow up to K’ron’s earlier “Round of Applause (Rounds Remix),” which doubled as a remix to his 2014 standout, “Round of Applause”; watch the intimate, 2-part quarantine-style music video via YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fm.youtube.com%2Fwatch%3Fv%3DG_whZ7k50-4&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861702588%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=7pzRy9526HXIVQdHxYAd%2BoBpItXgS%2Fvah%2FYAmLS1Jpc%3D&reserved=0). In August of last year, K’ron dropped “[Work It Out](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fm.youtube.com%2Fwatch%3Fv%3DG_whZ7k50-4&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861712544%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=TUNuMhYKynKZhTCPLMRQkuIulnj3QCpPjBVuxdIXPqM%3D&reserved=0),” the soulful single that once marked the latest in a series of back to back releases for K’ron, following such singles as “[Decline](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCHFmByyg_wkSxzi2HehU26w&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861712544%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=pje2q2RPIQn6UwSIjJ0m7k2yLvfEnU2%2Be2RU%2FhmlupA%3D&reserved=0)” and “[Slo-Mo](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkron.lnk.to%2FSloMo&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861722497%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=4EziNjFO%2BHjTlAUXbK7hgOa2W55kzWwarXpM%2BkzbzJg%3D&reserved=0).” K’ron – who in 2019 wrapped a major North American concert tour supporting Melanie Fiona – has earned far-reaching applause for his distinctive blend of classic R&B with contemporary hip hop soul. Born in D.C. and raised in Maryland, he released his breakthrough single, “[Round of Applause](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DH-ddgmy_-yQ&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861722497%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=11wM5P6ClXlmRttDMRJotc3rv2%2BFsFa7ZWVjdrKc91w%3D&reserved=0),” in 2014, earning more than 15 million streams thus far. The self- described “wild lova” quickly proved an in-demand producer and songwriter, collaborating with such artists as Omarion, Diggy Simmons, ELHAE and more, while establishing his own lane as a solo act.

K’ron’s long awaited debut EP, [WILD LOVA VOL. 1](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkron.lnk.to%2FWildLovaVol1&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861732458%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=K39amaUdBWBE3ppFRj6BJ3tytSmMdAv4ge7geH3rRsM%3D&reserved=0), arrived in October of last year, heralded by the hit single “[No BFs (Feat. Ty Dolla $ign)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D0SA8HbYnIPg&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861742413%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Fq2aWYvq6qZ5TthNVOVra2TbT%2BgpxSwRsSCrlOmj%2FXM%3D&reserved=0).” The track is joined by an official companion visual streaming now at K’ron’s official YouTube channel [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D8oybDAmlLjg&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861742413%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=GSONWSdaDmaRIe2im3vc79iWTBa5yCM6KKRaEczxxNk%3D&reserved=0). Directed by Kristian Mercado Figueroa (De La Soul, Craig Finn), the clip had its exclusive premiere via [Complex](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.complex.com%2Fmusic%2F2018%2F08%2Fkron-ty-dolla-sign-no-bfs-video&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861752369%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=3sUsBjq112qH%2Be6%2BuTehAto4VqW2iMHL4reU2oP1U7k%3D&reserved=0), which wrote, “Matching the ‘romantic savage’ description K’ron likes to give his own persona and music, ‘No BFs’ pairs hard-hitting drums with smooth R&B vocals from both artists for an evolving, shape-shifting aesthetic… ‘No BFs’ represents an exciting return for K’ron.” Indeed, “No BFs” proved a multi-platform sensation, inspiring Jackson State University’s world-renowned “Sonic Boom of the South” marching band to create their own exciting rendition, streaming [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DnuhlRnI_wX4%26feature%3Dyoutu.be&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861752369%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=gCOZBTipl7HKu6mEvlfBwDOv5sM%2FU%2BQIsTlVCG1k9Fs%3D&reserved=0). As if all that weren’t enough, a remarkable three-part short film comprised of songs from the [WILD LOVA VOL. 1](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fkron.lnk.to%2FWildLovaVol1&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861762324%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=zMhxVCp7Fwc22nFEHtTPniZ5BQw6i9npWSeJbRO%2F%2Bck%3D&reserved=0). – including “[BLS](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FvHf-aIJkkug&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861762324%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=1rq8o1%2F1CuLJu%2Fg2ZJoACD1zK%2FBCuxRDvGBRj3wt0Go%3D&reserved=0),” “[No BFs Outro](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2F6n6rTbTWdT0&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861772280%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=vPkyunTYzCMSma6OwbjRNGxKBeStbvsqVYDU0vts7hk%3D&reserved=0),” and “[Rocket](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FOpNqDeJtWKo&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861772280%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=pcP3w5QUYXEhiHBZaZ9L6%2BkHTB6j%2BeyPASaTONtST24%3D&reserved=0)” – is streaming now via YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fplaylist%3Flist%3DPLdWTq8KvLga2YQrJ1K7KiNLyrWq3H3lWY&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C650723df531d4674f21e08d8869415a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637407317861782237%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=gRR5Yykt5v%2BfG5nbZ91RXilbaX%2F%2BKufHUzYlAprdvOw%3D&reserved=0).

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