FOR IMMEDIATE RELEASE

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**BREAKOUT ARTIST BRELAND REACHES #1 WITH HIS VIRAL HIT “MY TRUCK” ON GLOBAL AND US SPOTIFY VIRAL 50 CHARTS WITH OVER 20 MILLION STREAMS SINCE JANUARY**

**TODAY MARKS MONUMENTAL ANNOUNCEMENT OF SINGER-SONGWRITER SIGNING TO BAD REALM/ATLANTIC RECORDS**

**BRELAND REVEALS HIS IDENTITY TO HIS FANS FOR FIRST TIME WITH NEW OFFICIAL VIDEO FOR VIRAL SMASH “MY TRUCK”**

***WATCH “MY TRUCK”*** [***HERE***](https://breland.lnk.to/MyTruckVideoPR)

***STREAM/DOWNLOAD THE TRACK*** [***HERE***](http://breland.lnk.to/MyTruckPR)



*DOWNLOAD HIGH-RES VIDEO STILL* [*HERE*](https://warnermusicgroup.box.com/s/hcrw6lkp3knzfghqk4cry203lkzkzvdb)

Today, **Bad Realm/Atlantic Records** announces the signing of **Breland**. The energetic, Atlanta-based, singer-songwriter behind the viral smash, “[My Truck](http://breland.lnk.to/MyTruckPR),” finally revealed his identity in the explosive [official visual](https://breland.lnk.to/MyTruckVideoPR), embodying the perfect balance of country and trap, with a hint of effortless vocal acrobatics, while paying homage to truck culture. The visual, directed by Alex Bittan (Ty Dolla $ign, KYLE, Kiiara), is streaming now at YouTube [HERE](https://breland.lnk.to/MyTruckVideoPR); “[My Truck](http://breland.lnk.to/MyTruckPR)” is available at all digital music retailers and streaming services.

“Breland’s energy and talent are infectious and we felt that as soon as he walked in the room to meet with us,” says Kevin Weaver, Atlantic Records President, West Coast. “‘My Truck’ has all of the indicators of being a massively reactive record, and most importantly it only touches the tip of the iceberg when it comes to Breland’s dynamic sound. As a true artist, producer and songwriter, his music will transcend genres. We believe he’s in a lane all of his own.”

“[My Truck](https://breland.lnk.to/MyTruck)“ has already proven to be a multi-platform hit for Breland. Released independently in late 2019, the track – produced by Kal V & Troy Taylor – incited a viral moment with **over 250,000 Tik Tok visuals** and **over 20 million streams** since January. “My Truck” has since proven a worldwide smash, rising to **#1** on both the Spotify “**Global Viral 50**” and Spotify “**US Viral 50**” charts. “My Truck” is currently featured on Spotify’s biggest country playlist “**Hot Country**” (*5.7m followers*), “**Wild Country**” (*800k followers*) “**New Boots**” (*700k followers*), and more. It’s recently become Houston, TX’s **#1 song on Shazam** this week. Further, the track and video will be predominantly featured on **ESPN** throughout February and March as part of their Music of the Month program.

“I tried to make a tune to bring people together,” Breland says. “I wanted to have fun, be creative, and bridge the gap between country and trap. In Atlanta, country and trap are the two biggest genres, so I was exposed to both of them all of the time. On ‘My Truck’, I decided to tell a story with a little bit of me in it. Truck owners love their trucks like they love their dogs or children.”

**ABOUT BRELAND**

Known as “The Pen Point Guard,” New Jersey-born Breland began writing songs as a teenager, inspired by such diverse sounds as Gospel, R&B and Country music, the Beatles, Rascal Flatts, Prince, and his greatest influence, Stevie Wonder. While attending Georgetown University, he knocked on every industry door possible. Sending out over 300 inquiries, he ultimately caught the ear of multi-platinum producer/songwriter Troy Taylor (Trey Songz, K. Michelle, Tyrese), who coached and mentored the young artist in the art and craft of songwriting and more. Upon graduation, Breland moved to Atlanta and continued to work with Troy in between holding down a day job and launching a budding business as a vocal coach. A year-long tireless grind yielded a string of high-profile placements. Between crafting songs for Ar’mon & Trey and Ann Marie, he contributed to six cuts on YK Osiris’s debut *The Golden Child* in addition to “Let You Pick” for ELHAE’s *Trouble In Paradise*. At every turn, he lived up to the nickname of *“The Pen Point Guard*.*”*

Now, with “My Truck,” Breland rewrites the rulebook from scratch as a solo artist.

“My vision is limitless and clear,” Breland says. “I don’t subscribe to rules. I’ll make whatever I like. I’m trying to innovate. I’m a music fan, first and foremost. I spend so much time studying what’s going on in order to create something different. I’m fusing a lot of separate styles. I want to have a place on the cutting edge.”

**CONNECT WITH BRELAND**

[Instagram](https://www.instagram.com/breland/) | [Facebook](https://www.facebook.com/brelandthepenpointguard) | [Twitter](https://twitter.com/breland) |[YouTube](https://www.youtube.com/channel/UCz0Ob7eYRAKSoPQb9oKmBmg) | [SoundCloud](https://soundcloud.com/brelandmusic)

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