

Emboldened by towering range, unassuming charisma, and relatable spirit, singer, songwriter, and performer Jeven Reliford brightens up pop with a contrast of R&B energy and sharp sensitivity. Generating nearly 200 million views and building an audience of over 4 million followers in under a year, he introduces a singular style to Music The Label/Atlantic Records. Born in Dallas, GA but raised in Cartersville, GA as the youngest of three siblings, he initially embraced music by singing along with his older sisters. In time, he developed a wide palette, listening to everyone from Drake and Ashanti to Florida Georgia Line, Morgan Wallen, Chris Stapleton, and Luke Combs. When not being an athlete, he spent as much time as possible outside, recalling a childhood *“in the country, riding four wheelers, and popping wheelies on dirt bikes*.*”*

During September 2019, a short clip of Jeven singing Post Malone’s “Goodbyes” exploded on Tik Tok with 3.5 million views. Rather than flood the platform with content, he took a highly curated and selective approach, showcasing the breadth of his voice and choosing quality over quantity. Among a handful of highly trafficked posts, he covered Frank Sinatra’s “Fly Me To The Moon” and Leonard Cohen’s “Hallelujah,” amassing over 64 million views combined. After only 12 videos, he met veteran music executive Anthony “T.A.” Tate and inked a deal with Music The Label/Atlantic Records shortly thereafter, hitting the studio in Atlanta, GA. Now, his debut single “Butterflies” floats over a throwback beat towards a confessional chorus, *“Girl, I got a crush on you. Got me feeling like I’m in high school. I got butterflies when I’m around you*.*”*

 