FOR IMMEDIATE RELEASE

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**AFRICA’S BOYFRIEND CKAY IS BACK WITH HIS LATEST SINGLE “**[**YOU**](https://wct.live/app/34677/CKay-Sad-Romance)**”**

**SINGLE IS A FOLLOW UP TO “**[**WATAWI**](https://www.youtube.com/watch?v=Ypr5QN7Xn_M) **(FEAT. DAVIDO, FOCALISITIC, AND ABIDOZA)”**

**CKAY WILL BE HEADLINING HIS FIRST SOLO NORTH AMERICAN TOUR IN OCTOBER KICKING OFF IN OAKLAND, CA**

**EUROPEAN TOUR TO IMMEDIATELY FOLLOW**

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Nigerian singer-songwriter and producer **CKay** returns to give fans a glimpse of what to expect from his upcoming album release with new single **‘You’**. His previous offering, **‘WATAWI’** with **Davido**, **Focalisitic** and **Abidoza**, which now sits at over 6.4 million views on YouTube since its drop in June, was a brazen denouncement of affection – a dialogue on the misalignment of two people who are in a relationship with another but have conflicting expectations of their companionship which presages a love lost. **‘You’** is a different temperature altogether. **CKay** takes the lead in the titillating process of pursuing someone for the first time and becoming so engaged and committed to them that you lose all inhibitions. It is a tender yet patently passionate declaration of love and is delivered in a way only **CKay** can.

Drawing from **R&B**, **Afrobeat** and **Amapiano**, **‘You’** travels miles along this time-space continuum to deliver a full-fledged work of art that surprises you at every turn. While you think the tune is soft and supple as it begins, brash **Amapiano** inflections in the form of log drum work and bass convince you otherwise. The single manages to be both vulnerable and bold in its entirety. Producer **Christer** says the process of composing the song was preoccupied with merging two African cultures together in a way that not only speaks directly to two distinct African expressions of music but brings Africa ever so close to itself. This is no easy feat in a continent that is so rich in tradition and culture but has historically been at odds with itself. While **‘You’** isn’t a political song by any means, it does the work of reimagining an Africa that looks within for inspiration, collaboration and creation.

The instrumentation in the song is also contemplated. As **CKay** considers a deep-seated concern over the verses, a saxophone helps him sing the chorus. In due time, a string section melody brings the song tighter in the pocket and it grooves. As a precursor to the album, **CKay** shares that **‘You’** helps him reveal more intimately his own experiences in relationships. The album builds on this and is set to explore the superstar’s journey in the ever complex human experience as well as in music and he hopes to bring fans closer into his world.

The tail end of 2022 will also see **CKay headlining** his first solo **North American tour** in **October**. He is expected to perform in cities around the country, starting with the One Music Festival in Atlanta and moving through cities around the country including New York, Chicago, LA, Houston. On the back of his US tour, CKay will head immediately into his first solo European tour. Full details of dates and cities for the **European tour** and cities will be announced imminently. Details on the **North American** tour can be found on [www.ckay-music.com](http://www.ckay-music.com).

**CKAY’S “SAD ROMANCE TOUR” NORTH AMERICAN DATES**

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01 – Oakland, CA – New Parish

04 – Los Angeles, CA – The Roxy

07 – Chicago, IL – The Promontory

08 – Atlanta, GA – One Music Festival\*

11 – Washington, D.C. – Howard Theatre

12 – New York, NY – Irving Plaza

14 – Providence, RI – Fete Music Hall

15 – Cambridge, MA – Sonia

18 – Montreal, QC – Studio Td

20 – Toronto, ON – The Opera House

22 – Vancouver, BC – Hollywood Theatre

24 – Seattle, WA – The Crocodile – Showroom

26 – Dallas, TX – Deep Ellum Art Co.

28 – Houston, TX – Warehouse Live – The Studio

\*festival performance

**ABOUT CKAY**

**Chukwuka Ekweani**, known publicly as **CKay**, is the rising star in the ever-burgeoning **Afrobeats** scene. A multi-talented artist, whether behind the boards as a producer or in front of the mic performing his self-penned songs, it is **CKay**’s single-minded vision that shines through. The self-defined **Emo-Afrobeat** star has and continues to soar up charts across the globe thanks to his first globally recognized single **‘love nwantiti’**.

The Nigerian singer, songwriter and producer originally released **‘love nwantiti (ah** **ah ah)’** back in 2019 as part of his debut EP, **CKay The First**. In 2021, **CKay** became the most streamed artist of the year and became the first African artist with two tracks on the **Global Spotify Top 30** simultaneously. **‘love nwantiti’** has been certified platinum/multi-platinum in five countries, including the United States and India, The viral hit has also been certified gold in the UK, Australia, South Africa, Italy, and New Zealand. CKay became the first African artist in 50 years to hold a top 5 position on the **UK Singles Chart** for 4 straight weeks with **‘love nwantiti’**.

**CKay** has continued to create a global presence with accomplishments such as the “most Shazam-ed song in the world”. His most recent globally recognized single, **‘Emiliana’**, has followed suit and racked in global chart positions and currently has just under 100 million streams. **‘Emiliana’** peaked at #1 on the **UK Afrobeats Chart**, #2 on **Shazam Top 200** (**Afrobeats**), and #1 in six countries on **Apple Music**.

With new music on the way in 2022, **CKay** is bound to continue creating amazing music that will catch the attention of fans, both old and new, on a global scale.



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