FOR IMMEDIATE RELEASE

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**ONCE UPON A SAD ROMANCE: CKAY RELEASES HIS MUCH-ANTICIPATED DEBUT ALBUM *SAD ROMANCE***

**ALBUM IS A FOLLOW UP TO LAST MONTH’S SINGLE RELEASE OF ‘YOU’**

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

**EUROPEAN TOUR TO IMMEDIATELY FOLLOW**

[**STREAM**](https://ckay.lnk.to/sad_romance) ***SAD ROMANCE***



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Along with other Nigerian musicians of this generation, CKay sits at the forefront of the Afrobeats canon, broadening Fela Kuti’s imagination of the music’s potential and the ever-expanding scope of the African music personage. Afrobeats owes much of its success outside of Nigeria to its diaspora which, through their relentless support of Nigerian music culture in varying spaces around the world, have shun a light on a colourful and sonorous African identity. This success underpins Nigerians’ vibrant spirit and their devotion to their culture. The release of **CKay**’s debut album [***Sad Romance***](https://ckay.lnk.to/sad_romance)then, becomes an exciting moment for Nigeria and by extension, the entire African continent.

**CKay**’s debut single ‘**Nkechi Turn Up**’ was released in 2016 and his first project ***#WTFiCKay*** EP the following year. Over the years the singer-songwriter has tapped into different parts of his musicality, taking an engaged approach in his music, as writer, producer and performer in many of his projects. On ***Sad Romance***he holds producing credits on half the songs including ‘**emiliana**’ and ‘**love nwantiti**’, two of his biggest singles to date.

***SAD ROMANCE* TRACKLIST**

1. you
2. mmadu
3. leave me alone
4. you cheated, i cheated too
5. come close (feat. Ayra Starr)
6. WATAWI (feat. Davido, Focalistic & Abidoza)
7. samson and delilah
8. by now
9. emiliana
10. lose you (feat. Ronisia)
11. love nwantiti (Bonus)

As a body of work, ***Sad Romance*** accentuates a more self-possessed, emotionally disparate **CKay** who goes back and forth between loving and unloving. The album is a personal story wherein **CKay** thinks back to his most impactful romantic relationships, painting a picture of how he has often given and received love. The delicacy with which he approaches lyric, composition and singing help him tell a convincing and compelling story and highlights just how contemplated and intentional this work is.

The album boasts 12 tracks which vary in feel, rhythm and motive. Where **‘you’**, the opening track, is successful in how it merges R&B, Afrobeats and Amapiano and exhilarating seduction, track two, **‘mmadu’** returns to a more orthodox afrobeats formula. With Track 3, **CKay** calls on **Post Malone** producer, **Charlie Handsome**, to deliver an **emo-Afrobeat** tour-de-force with **‘leave me alone’** followed immediately by ‘**you cheated, I cheated too,**’ which boasts a paired back, pop-influenced energy. The story then progresses into one of reciprocal harm with ‘**soja**’ and ‘**come close**’ as direct thematic annexures dovetailing into **‘WATAWI,’** the refrain being a perfect encapsulation of the turmoil plaguing complicated relationship dynamics, underpinning the album thesis. **CKay** then moves on to a duet with Cape Verdian vocalist **Mayra Andrade** on ‘**samson & delilah**’, speaking on toxicity in relationships and the pair teeter-totter over their passionate, undying flame. **‘by now,’** the penultimate track, moves the audience gently towards the other side of pain and heartbreak, as the album closes off with **‘lose you’** featuring French darling, **Ronisia**, which ushers us into **‘love nwantiti (bonus),’** an orchestral arrangement of his sensational global hit, where the story behind the album began.

In a recent [Instagram post](https://www.instagram.com/reel/ChkjEPhgTi3/?hl=en) the superstar has expressed how stunned he is at his own success, reflecting on ‘how big, small beginnings can become’. For **CKay**, ***Sad Romance*** is a diary entry, which touches on many parts of his experiences and is sonic universe where ‘sad boys worldwide’ unite. But, more interestingly, ***Sad Romance*** is **CKay**’s proposition of Africa’s potential, possibility and ability to hold space and assume its posture as a *now*-continent.

From October 1st **CKay** will be headlining his first solo **North American** and **European tour**, titled the ***Sad Romance Tour***. The tour will kick off in **The New Parish, Oakland, California**, giving fans an opportunity to connect and experience the album together. 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**

**A person with the hand on the face

Description automatically generated with medium confidence**

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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