FOR IMMEDIATE RELEASE

DECEMBER 16, 2022

**CKAY WRAPS 2022 WITH VISUAL FOR HIS LATEST SINGLE ‘BY NOW’**

**SONG FEATURED ON HIS ALBUM *SAD ROMANCE***

**FOLLOW-UP TO ‘MMADU’ VISUAL STREAMING NOW**

**RECENTLY ANNOUNCED THROUGH THE EYES OF CKAY –**

**THE "BY NOW" YOUTUBE PREMIUM AFTERPARTY LAUNCHING 12/20**

**RECENTLY WRAPPED HIS EUROPEAN TOUR**

[**WATCH/SHARE**](https://youtu.be/4QFq5nrybrE) **‘BY NOW’**

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

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It is an exciting time to be an African musician and perhaps an even more exciting time to be **CKay** as he sits at the helm of contemporary African music alongside other superstars who have been able to traverse geographical and cultural borders with their music. To end what has been a pivotal year in his career as a global artist, the **Nigerian** singer-songwriter pairs up with director **Tee Tash** to deliver his newest music video for ‘**by now**’, a fan-favorite off his debut album ***Sad Romance***.

His most recent video for ‘**Mmadu**’, which premiered on the 9th of **November,** is a work of art in itself. The song and its visual companion piece celebrate intimacy and sensuality. With ‘**by now**’, the storytelling is more direct, helping the viewer to misunderstand very little about **CKay**’s intentions. **Tash** follows **CKay** as he pursues a love interest who isn’t as forthcoming as the singer hopes she would be. As such, it is his persistence that drives the story from scene to scene; steadfast and unrelenting.

**CKay** took fans on a journey with ***Sad Romance***, one perhaps not all were expecting. The superstar’s music was always going to be dissimilar to other Afrobeats releases at any given time by virtue of both the singer’s dedication to and his fans’ infatuation with **Emo-Afrobeats** but, his debut album dove much deeper into that fantasy. From the choice of instrumentation, production, collaboration, and the overall soundscape the album orbits around, ***Sad Romance*** is a unique project that is reflective and emotionally charged. It’s an album that requires fans to go further than merely listening but asks them to reimagine the breadth of what an Afrobeats record might sound like. The intrigue of the album is its devotion to vulnerability and tension, which are consummate elements of the rich energy the project holds.

To celebrate the premiere of the ‘**by now**’ visuals and surpassing one billion views on the platform, **CKay** will be hosting a live Q&A session on **YouTube**. This will give fans a chance to catch up with their favorite musician hours after he’s performed in **Lagos, Nigeria,** since his album launch in September.

**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, India, and Italy. The viral hit has also been certified gold in the UK, Australia, South Africa, 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**.



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