FOR IMMEDIATE RELEASE

JANUARY 26, 2024

**EMO-AFROBEATS MAESTRO CKAY TO UNVEIL TWO ROMANTIC SINGLES, "MYSTERIOUS LOVE" AND "IS IT YOU?"**

**ACCOMPANIED BY OFFICIAL VISUAL FOR “MYSTERIOUS LOVE”**

**FOLLOW-UP TO LAST YEAR’S RELEASE OF *SAD ROMANCE DELUXE***

**COMES ON THE HEELS OF SINGLE AND VISUAL FOR “CAPTURE MY SOUL”**



[**WATCH**](https://www.youtube.com/watch?v=Jx4Knp0lheU) **“MYSTERIOUS LOVE” |** [**DOWNLOAD**](https://ckay.lnk.to/IIY_ML) **“MYSTERIOUS LOVE” & “IS IT YOU?”**

After the resounding success of his debut album, ***Sad Romance Deluxe,*** and the chart-topping collaboration "**HALLELUJAH**" with **Blaqbonez, CKay** is poised to enchant audiences once again with the release of two new singles "[**IS IT YOU**?"/"**MYSTERIOUS LOVE**](https://ckay.lnk.to/IIY_ML)**.**" Set to debut on **January 26, 2024,** just in time for the Valentine's season, these love-themed tracks are anticipated to elevate **CKay's** already impressive musical repertoire.

The centerpiece of this double release is the mesmerizing track "**MYSTERIOUS LOVE**," accompanied by an [**official music video**](https://www.youtube.com/watch?v=Jx4Knp0lheU). The second single, "**IS IT YOU?**," will be complemented by an engaging lyric video, with the official music video scheduled for release on **February 9, 2024.**

Entering 2024 with an impressive 3 billion career streams, **CKay** takes the stage once again with "**MYSTERIOUS LOVE**" and "I**S IT YOU?**," both co-produced by himself and **Reward Beats**. The tracks are a testament to his continued musical evolution and unwavering commitment to delivering exceptional artistry. Known for seamlessly blending Amapiano, Afrobeats, and Pop into his unique Emo-Afrobeats sound, **CKay** continues to push the boundaries of musical expression. Both "**MYSTERIOUS LOVE**" and "**IS IT YOU?**" showcase his ability to craft a sonic atmosphere that resonates across genres, promising an enchanting listening experience for fans.

In **2023, CKay** achieved remarkable milestones with the deluxe release of "**Sad Romance**," featuring hit tracks like "**Nwayi,**" "capture my soul (feat. **Joeboy**)," and "**NNEKA** (feat. **Tekno**)." The lead single, "**HALLELUJAH**," soared to #1 on the **Apple** Music Daily chart, **Nigeria,** accumulating over 33 million streams. Beyond his solo endeavors, **CKay** collaborated on various successful projects, including "**Trumpet**" with **Olamide** and the Grammy-nominated "**Know Better**" on **Janelle Monáe's The Age of Pleasure**. He further expanded his global reach by joining forces with **British** songstress **Tamera** on "40 Days." In a groundbreaking move, **CKay** announced his collaboration with **Ralph Lauren,** becoming the brand’s first **African** face. The partnership commenced with the launch of the **Polo** Oud fragrance, showcasing **CKay's** influence beyond the realm of music.

As **CKay** aptly puts it: "Love Nwantiti went viral 2 years after release, and my life changed in the blink of an eye. I was traveling the world, promoting and performing my music for 2 years straight. I got to a point of physical, mental, and emotional exhaustion, so I had to take a break. But I'm back and better with my best work yet." He further adds, "I decided to release two singles to give my fans a listening experience, not just a song. After my silence, it was only right. I've encountered love on so many levels and dimensions, so most of my music is about love. This is no exception." **CKay's** latest musical offerings are a testament to his artistic prowess and an exciting addition to the evolving landscape of **Emo-Afrobeats** and **African** music at large.

**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-Afrobeats 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 simultaneously on the Global Spotify Top 30. “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 this song. He has continued to create a global presence with accomplishments such as the “most Shazam-ed song in the world.” “Emiliana” followed suit and racked in global chart positions and currently has just over 501 million streams worldwide. “Emiliana” peaked at #1 on the UK Afrobeats Chart, #2 on Shazam Top 200 (Afrobeats), and #1 in six countries on Apple Music. CKay’s debut album *Sad Romance* was released on September 23, 2023, and has since had over 380 million streams worldwide. The project featured established and emerging African talents such as Davido, Ayra Starr, and Focalistic. This was followed by the release of the deluxe version of *Sad Romance* on June 16, 2023 which included four new tracks including “capture my soul” featuring Joeboy, “nwayi,” “NNEKA” assisted by Tekno, and “HALLELUJAH” with Blaqbonez. “HALLELUJAH” charted at #1 on Apple Music in Nigeria – making it CKay’s first #1 in home territory.

In addition to releasing his music as a solo act, the superstar featured on several singles throughout 2023 including “Trumpet” with Olamide, and “Know Better” which featured on Janelle Monáe’s ‘The Age of Pleasure’ earning him a Grammy nomination and most recently he joined forces with British songstress Tamera on “40 Days,” further solidifying his global reach and musical prowess.

The focus track “MYSTERIOUS LOVE” will be accompanied by an official music video (Premier time TBC) and “IS IT YOU?” with a corresponding lyric video. The official music video for “IS IT YOU?” is set for release on 9th February 2024. In “MYSTERIOUS LOVE” and “IS IT YOU?”, CKay explores the confluence of Amapiano, Afrobeats, Pop music and how these come together to create Emo-Afrobeats, a sonic atmosphere that he has carved to demonstrate his unique musical approach.



**CONNECT WITH CKAY:**

[TWITTER](https://twitter.com/ckay_yo) | [FACEBOOK](https://www.facebook.com/ckayyo/) | [INSTAGRAM](https://www.instagram.com/ckay_yo/) | [TIKTOK](https://www.tiktok.com/%40ckay_yo?lang=en) | [YOUTUBE](https://www.youtube.com/channel/UC7l7-ClAn4QZlA_Qq5sTIdw)

**PRESS CONTACT:**

ARIANA.WHITE@ATLANTICRECORDS.COM