

## JASON DERULO BIO

February 2024

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Jason Derulo may be recognizable worldwide as a multiplatinum singer and songwriter, visionary entrepreneur, best-selling author, committed philanthropist, and engaging presence, but his story starts unassumingly. The self-described, “*Kid from a Haitian family in Miami,*” has quietly and consistently grinded to emerge as one of his generation’s most prolific stars. Beyond a powerhouse voice and effusive charisma, a willingness to push limits, break boundaries, and constantly reinvent himself drives his artistry.

Once again, he tells a story you’ve never heard on his fifth full-length offering and Atlantic Records debut, *Nu King*.

“For me, it’s always important to be original and find different ways to stand out,” he exclaims. “My story isn’t typical, but it can be an inspiration. If you’ve ever had doors shut in your face or were told, ‘*You’re crazy for dreaming,*’ it proves you can do anything you put your mind to. You need to believe in yourself and have confidence.”

Jason’s confidence has ignited a meteoric rise from those humble origins to global stardom...

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His portfolio encompasses ownership stakes in Rocket Car Wash, Pro Volleyball Federation, and the Omaha Supernovas. Other investments include Catch L.A. and Rumble Boxing as well as developing and launching a line of supplements and fitness products with Najafi Group. Plus, he penned the popular book *Sing Your Name Out Loud: 15 Rules for Living Your Dream* and created the *UZO* graphic novel in collaboration with Z2 Comics. 2024 saw him launch his *On The Road* Podcast.

Now, *Nu King* represents yet another conscious evolution. As his boldest body of work yet, he collates a handful of fan favorites such as “Acapulco,” “Slow Low,” “Swalla,” “Lifestyle” [feat. Adam Levine], “Love Not War” [feat. Nuka], and more alongside various newly recorded anthems.

“*Nu King* is the culmination of my career so far,” he notes. “It’s been eight years since my last full-length, and a lot has happened. I never stopped making music though. A lot of those songs didn’t have a proper home, so I made a place for them. The newer songs are just a piece of my life at the moment. Combining everything,

the entire album has a cinematic feel. For the title, *King* is my son's name. You can go further, and this is a crowning moment I'm really proud of. 2023 was a preparation year; 2024 is a year of celebrating all of the hard work I've put in and what I've built."

Fittingly, he introduces *Nu King* via the single "Spicy Margarita" with Michael Bublé. On the track, softly plucked Spanish guitar tiptoes through swooning strings only for a hypnotic dancefloor-ready beat to kick into high gear. Jason and Michael lock into a simmering back-and-forth as the hook instantly intoxicates, "You're my spicy margarita, babe. Burn my tongue. Make me shake. Mix it up, or give it to me straight. Turn me on." It might just be his cheekiest and catchiest banger to date.

"I've listened to Michael since college," he smiles. "His music is a major part of my life. So, I played him 'Spicy Margarita', and he jumped on it immediately. He asked, 'Is it okay if me and my guys add some orchestration?' I was like, 'Hell fucking yeah!'" he laughs. "His version was unbelievable. It was exactly what I envisioned. It has a Latin feel with a little Brazilian funk. I'm really excited for everyone to hear it."

Indicative of his expansive vision, Jason wrote and co-directed a 20-minute short film entitled *A Dance With Shadows*, consisting of the music videos for "Spicy Margarita," "You + I," "Mad Love" [feat. YoungBoy Never Broke Again], and "Favorite Song." Akin to a dark Marvel film steeped in its own otherworldly gangster lore, the action-packed visual moves at the speed of the music highlighted by moments of intrigue, betrayal, seduction, romance, and nonstop twists and turns.

Raising the stakes and significance, this would also be his first album as a father.

"Everything is a little different now," he says. "I always want to make my son proud. My life has changed, and I have to be conscious of making sure he gets his time. It's another layer, but it energizes me unlike anything else."

Ultimately, *Nu King* doubles as Jason's coronation.

"I had a few goals with these songs," he leaves off. "First, I tried to give everyone a sense of my vocal range. Secondly, I hope everyone has the same cinematic experience I have in my mind. I hope the record transports you to where I was in the writing process; I hope the magic in my head reaches the other side."

## **BIO – WITHOUT VISUAL**

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