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YAM RECORDS
Present
AFRIKAN BOY
And his new single
Y.A.M

Taken from debut album

The ABCD

Artist: **AFRIKAN BOY**
Single Release: **Y.A.M.**
Format: Single – Digital
Label: **YAM Records**
Genre: Afro-Grime / Hip Hop

Since interest in the viral hit *One Day I Went To Lidl* led to guest appearances on an **M.I.A Paper Planes** remix, UK born **Afrikan Boy** has toured the world with both **M.I.A** and **Afrikan Express**, recorded with **DJ Shadow**, put out his album *The ABCD* and now, as a recently **MOBO** nominated artist, releases the single **YAM**,

Y.A.M. stands for *Young, Ambitious, Motivated* - a strong positive message from this inspirational character that's also the name of his label/imprint. In addition to the main mix, the single package includes the upbeat Dub remix from **ELO**, heavy House vibes from **Harikiri** and a dark down-tempo version from **Konrad Old Money** (*Smokey Robotic / The Creators Project*).

The video features **Afrikan Boy** as a tongue-in-cheek newsreader, expressing his thoughts on positivity, life affirming ideas and self-empowerment, while members of the public join in with message.

To promote the single, **Afrikan Boy** has been invited to open up for **Ibibio Sound Machine** on their UK tour this autumn. Cities covered in the tour include **Manchester, Brighton, Sheffield, Kendal and London**

Initial support from the single has kicked off with plays from **Claro Amfo**, **Destination Africa** and **DJ Target's Homegrown** shows on **1Xtra** plus **Huw Stephens & Rob Da Bank** on **Radio 1**.



YAM is the opening track to **AB's** debut album *The ABCD* which also features collaborations with **Shingai Shoniwa (The Noisettes)**, **Lady Leshurr**, **Seye**, **Nneka**, **Vicky Sola**, **Spoek Mathambo & Dehinde**. Favourable reviews of the album include **Clash Mag**, **The Mirror**, **Uncut**, **Record Collector**, **Q Mag**, **Louder Than War** and many more.

Previous single *Hit Em Up* (which samples **Fela Kuti's** track *Wa dele Wa Royin*) was **A-Listed** on **6Music** with support from **Lauren Laverne**. There was also **Radio 1**, **1Xtra** & **XFM** support plus an outing on **ITV's Jonathan Ross** show as background music behind a **Frank Lampard** interview.

With appearances at this summer's **Glastonbury** and **Lovebox** (with **M.I.A**), his own slots at **WOMAD & The Barbican's Walthamstow Garden Party**, this has been a great year for **Afrikan Boy**. Also, being recently nominated for **Best African Act** at this year's **MOBO Awards** is confirmation that this rising star's hard work is paying off and he is being recognised as a major force in the UK urban scene.

Relevant Links:

www.afrikanboy.com

For more information please contact:

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