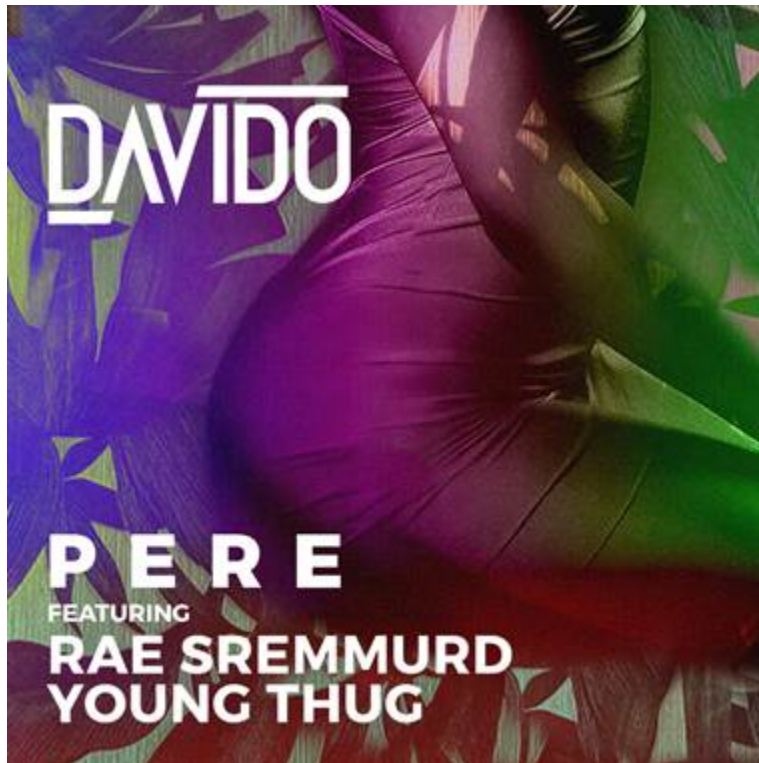


DAVIDO

AFROBEATS MEGASTAR DAVIDO ENLISTS RAE SREMMURD AND YOUNG THUG ON NEW SINGLE “PERE”



LISTEN TO THE NEW TRACK HERE:

<https://sonymusicafrika.lnk.to/PereSingle>

WATCH THE VIDEO FOR NEW TRACK HERE:

<http://smarturl.it/DavidoPere>

(New York, NY – July 28, 2017) Sony Music International/RCA Records singer **David** is back with his new single “**Pere**,” and is joined by rap heavyweights **Rae Sremmurd** and **Young Thug**. The word “**Pere**” means “one time” in the Nigerian language of Yoruba. “**Pere**” follows viral hit “**Fall**,” which has been viewed over 11 million times in just one month. Global hit “**If**” peaked at #1 in 9 countries, while retaining the #1 spot in the Nigerian iTunes chart for 7 weeks and gained 30 million+ views on YouTube.

With production from **DJ Mustard** (*Rihanna, Krept & Konan*) and features from fellow hit-makers Rae Sremmurd and Young Thug, "**Pere**" is the perfect Afro pop track.

Emerging in 2011, Davido quickly positioned himself as a force to be reckoned with. His sound seamlessly crossed over to the mainstream with the release of successive hit singles "**Way Back When**," "**Dami Duro**," "**Omo Baba Olowo**," "**Gobe, Aye**" and "**Skelewu**;" the latter receiving attention from **Major Lazer** and **Wizkid** who went on to remix the single. His discography placed him as an innovator of the Afrobeats sound, which was cemented with 2016's **Son Of Mercy EP**. His EP would catch the world's attention, as well as future collaborators **DJ Snake**, **Tinashe**, **Trey Songz**, **Olamide** and more.

Born in Atlanta, Georgia and raised in Nigeria, 24-year-old Davido (real name David Adedeji Adeleke) has always infused his Nigerian roots into his music. The singer/songwriter/producer chose to chase his music dreams after giving college a try. He's performed sold out shows all over the world, including the One Africa Music Festival at Wembley. Davido has earned over 30 awards internationally, including two MTV Africa Music Awards, a 2014 BET Award for "Best African Act," two Nigerian Teen Choice Awards for "Top Featured Artist" and "Choice Male Artist."

CHECK OUT WHAT THE PRESS IS SAYING:

"Nigeria's Afrobeats ambassador set for world domination." - **FACT**

"...his sound seems to split the difference between dance music's uptempo beats, R&B melodies and hip-hop's effortless swag. Yet it's all incorporated through a sound that is distinctly African." – **Rolling Stone**

LISTEN AND WATCH "PERE" HERE:

Single: <https://sonymusicafrica.lnk.to/PereSingle>

Video: <http://smarturl.it/DavidoPere>

Follow Davido on:

Instagram: <https://www.instagram.com/davidoofficial/>

Twitter: https://twitter.com/iam_Davido