

ALICIA KEYS RELEASES EMOTIONAL NEW SONG “PERFECT WAY TO DIE”

“Of course there is no perfect way to die. This phrase doesn’t even make sense but that’s what makes the title so powerful and heartbreaking because so many have died unjustly. It’s written from the point of view of the mother whose child has been murdered because of the system of racism that looks at Black life as unworthy. We all know none of these innocent lives should have been taken due to the culture of police violence.” – Alicia Keys

The Grammy Winner Set to Give a Special Performance of the Song during the
BET Awards Broadcast on June 28



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NEW YORK, NY (June 19, 2020) -- According to Alicia, “Of course there is no perfect way to die. This phrase doesn’t even make sense but that’s what makes the title so powerful and heartbreaking because so many have died unjustly. It’s written from the point of view of the mother whose child has been murdered because of the system of racism that looks at Black life as unworthy. We all know none of these innocent lives should have been taken due to the culture of police violence.” Listen to “Perfect Way To Die” across digital platforms [HERE](#).

As the outrage and protests over the repeated killings of unarmed black men and women by police and systemic racism continues, 15-time GRAMMY Award-winning singer/songwriter/producer Keys has not only joined the chorus of those who are demanding justice, but has also channeled those feelings into a haunting new ballad, “Perfect Way to Die,” out today. Keys initially wrote the song - which tells a story of innocent lives lost, igniting a revolution - with the horrible deaths of

Michael Brown and Sandra Bland in mind. However, the widespread awareness sparked by their murders, and the constant string of unjustified killings that have followed until this day, makes this moment a necessary time to share it.

“Perfect Way To Die” was written and produced by Keys and Sebastian Kole. Keys sings in part: Simple walk to the corner store/Mama never thought she would be getting a call from the coroner/Said her son’s been gunned down, been gunned down/Can you come now/Tears in her eyes/Can you calm down/Please ma’am can you calm down?

Keys will perform “Perfect Way To Die” during the **BET Awards** broadcast on June 28 (8pm EST on BET and CBS). And the song will appear on her forthcoming seventh studio album **ALICIA**, due this fall via **RCA Records**.

Keys appeared on ***The Daily Show with Trevor Noah*** on Monday and spoke with host **Trevor Noah** about her influences for the song’s lyrics as well as the campaign she initiated with artist Rapsody and activist and founder of Until Freedom Tamika Mallory to bring attention to the case of Breonna Taylor. More information here: <https://www.untilfreedom.com/breonnataylor>

Later this evening, Keys will face **John Legend** for a highly-anticipated **VERZUZ** battle —the online beat battle series launched by Keys’ husband **Swizz Beatz** and **Timbaland**— at 8pm ET/5pm PT on Instagram Live **@VerzuzTV**.

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Connect with Alicia Keys

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