

KOFFEE

REVEALS THE OFFICIAL VIDEO FOR
"PRESSURE" (BUJU BANTON REMIX)



"Pressure" (Buju Banton Remix)

WATCH: <https://smarturl.it/PressureRemixVid>

"Koffee is the artist spearheading 2019's reggae revival"

The FADER

"The impact Koffee has made is mighty"

The Guardian

"Koffee is the future sound of Jamaica"

i-D

"A timeless and arresting image and vibe"

NPR

"Koffee brings an irresistible energy to reggae"

Pitchfork

[New York, NY – October 20, 2020] **Koffee** has revealed the stunning new official video for her single "[Pressure](#)", (Buju Banton Remix), today via **RCA Records**. Both the Grammy Award winning Spanish Town artist **Koffee** and the legend that is Buju Banton make an appearance in the hotly anticipated clip that brings together two Jamaican generations. It's the next installment to the powerful lyric video released this summer, directed by Alicia K Harris, whose recent work PICK, made history when it won a Canadian Screen Award for Best Live Action Drama, making her the first black woman to win.

Watch the video: [HERE](#)

Koffee says, *"Working with Buju has been an absolute honour for me. He's a legend. He's a talented and well respected lyricist. I grew up listening to him so this is all surreal. I'm glad we could make this happen. He's added so much strength and hope to the song."*

The original single "**Pressure**" launched in July and has achieved to date over 6.4 million combined streams. Fantastic radio support came through, from the likes of BBC Radio 1Xtra where it was A listed, it had a Record Of The Week at BBC Radio 1 and plays on BBC Radio 2. It was also playlisted at Kiss FM and Capital Xtra.

Koffee stormed her way on to the scene with the release of her debut *Rapture*, praised for its lyrical ingenuity and positive messaging which went on to achieve over half a billion combined audio/visual streams. Dominating 2019 with a series of anthems, a plethora of magazine covers including i-D, Love Want, Notion and Highsnobiety, she was handpicked by Apple Music for the coveted 'Up Next' series and enjoyed sold out headline shows and festival appearances across the Caribbean, North America, Europe and Africa. The project appeared in multiple album of the year credits across the likes of Complex, Pitchfork, Billboard and The Guardian. The new decade kickstarted with a historic Grammy win where she took home Best Reggae album breaking a record for the first woman and youngest person to do so.



"Pressure" (Buju Banton Remix) Cover Art

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