

## TOBi Releases “Family Matters” Feat. Flo Milli Listen HERE: <https://tobi.lnk.to/FamilyMatters>

Celebrates the Launch of His Personal Magazine Project  
Titled ELEMENTS, Vol. 1 Out Now

*ELEMENTS Vol. 1 Explores the Global Community through the Local Lens of Those Impacting the World through Art, Outreach & Social Change  
Shot on iPhone by Mark Clennon & Makeda Sanford*



Photo Credit: Stanislaw - [High Res](#)

Magazine Cover- [High Res](#)

### **Interviews by TOBi with Creators from Around the World:**

[Ammar Kandil](#), YouTube Creator (Venice, CA/Egypt) | [Brad Simms](#), Professional BMX Rider (Austin, TX) | [Elsa Majimbo](#), Comedian & Social Media Sensation (Kenya) | [Eric & Jeff Rosenthal](#), Hosts of ItsTheReal Podcast (New York, NY) | [Jamal Burger](#), Photographer & Community Activist (Toronto, CA) | [Jonathan Osorio](#), TFC Soccer Player (Toronto, CA) | [Masia One](#), Artist & Entrepreneur (Kuala Lumpur, Malaysia) | [Lady Phyll](#), Co-founder & Director of UK Black Pride (United Kingdom) | [Sashaqai](#), Entrepreneur & Activist (Toronto, CA) | [Sofia Garcia](#), Digital Art Dealer (Miami, FL)  
Magazine Design by Studio Loutsis

(New York -- April 29, 2021) Buzzing Brampton raised/Lagos, Nigeria born **TOBi** today announces the release of “Family Matters” joined by his label mate Flo Milli.

Listen Here: <https://tobi.lnk.to/FamilyMatters>

Comments TOBi on the new version: *“This one was made on a short trip to London. This life is complex. I wrote it from the perspective of a working man trying to get it all for his loved ones but still faced with daily vices and inner struggles. Temptations. To have Flo Milli on the record too is a dope connection: and her bars fit perfectly for the track.”*

Last month, TOBi performed “Family Matters” live on **Vevo DSCVR**: Watch it [HERE](#).

The original version of “Family Matters” is featured on TOBi’s critically-acclaimed project **ELEMENTS, Vol 1,** “ which is nominated for two 2021 Juno Awards including Rap Recording of the Year” and Contemporary R&B Recording of the Year” for “Holiday.”

TOBi also just released a limited edition magazine, a passion project, to serve as a visual accompaniment to **ELEMENTS, Vol 1.** As editor in chief, TOBi interviewed ten talented creatives and voices from around the globe. All editorial images for *ELEMENTS, Vol.1* were shot on iPhone 12 by [Mark Clennon](#) & [Makeda Sanford](#). The magazine explores and highlights the extraordinary stories of each creator, sharing their personal experiences and anecdotes.

TOBi offers about making **ELEMENTS, Vol 1,** the magazine: *“To be able to collaborate with creatives from all over the world in the middle of a pandemic was amazing. The fact that we were able to pull all this off from our homes was remarkable. It shows how creativity surpasses limited time and resources. Photographers (Mark and Makeda) shot all the photos on iPhone 12 and were deliberate, thinking of ideas on the fly throughout the project. Getting to connect and work with them through FaceTime was motivating and inspiring and using iPhone offered a really personal perspective. I definitely wanted everyone to feel comfortable and confident in their respective spaces. Everyone’s been working from home, so we brought the shoot to their spaces. I did my photo shoot in the studio where I’m working on my new album, so it felt comfortable, natural and intimate for me.”*

Comments photographer **Mark Clennon**: *“During these times, iPhone allowed me to meet and collaborate with amazing creatives from around the world on this project. Working alongside so many amazing people just reminds me that human connection is the main ingredient for creating compelling work, no matter the circumstances.”*

Read the digital edition of **ELEMENTS, Vol. 1, The Magazine** here:

<https://www.elementsmag.online/>

His musical project **ELEMENTS, Vol. 1** was released in fall 2020, heralded by the critics, combining hip-hop, R&B, soul, grime & Afrobeats. The project features some of TOBi’s favorite producers & musicians worldwide and embodies the sounds and music that have influenced his artistry.

**About TOBi**

TOBi “seamlessly shifts between rap, r&b, jazz and afrobeat with smooth flows and raspy vocals (*The FADER*).” Voted by *Complex Magazine* as “a top artist to watch,” he has received critical praise from *Pitchfork*, *Vogue*, *Teen Vogue*, *L’Officiel*, *Paper*, *Billboard*, *Rolling Stone*, *Clash*, *Flaunt*, *Exclaim!*, *Refinery29*, *Essential Homme*, *COLORS*, and many more. The rising star announced his partnership with Same Plate Entertainment/RCA Records last year and has enjoyed over 41 million streams globally.

Prior to *ELEMENTS*, TOBi released his debut album *STILL* followed by a deluxe edition, exploring themes of vulnerability, post traumatic growth, self-reflection and masculinity in his time emigrating from Nigeria to Canada. Following *STILL*, he released two more singles “Holiday” produced by !llmind, “Paid,” the “City Blues Remix” featuring The Game, the “180 Remix” featuring Kemba and the “24” remix featuring fellow Torontonians SHAD, Haviah Mighty, Jazz Cartier and Ejji Smith.

TOBi has cited the work of Gil Scott-Heron, Frank Ocean, Kendrick Lamar, Marvin Gaye, Eartha Kitt, Florence and the Machine, and Andre 3000 as some of the artists who have inspired his own work, particularly his lyrics. **Follow TOBi:** [INSTAGRAM](#) - [FACEBOOK](#) - [TWITTER](#) - [YOUTUBE](#) - [SPOTIFY](#) - [APPLE](#)

### **About Flo Milli**

21-year old, Alabama born rapper, **Flo Milli** has taken the Internet by storm in her short accent. Releasing her first official track “Beef FloMix” on her SoundCloud in late 2018, she had gone viral by early 2019 on TikTok, marking her breakout success and she hasn’t let up since.

Known for her bubbly delivery and aggressive bars, in July 2020 she took the internet by storm once again with the release of her debut mixtape, *Ho, why is you here?* On the project, Flo exudes unapologetic confidence and empowers females with her experiences shared in her music, making her a relatable youth figure. Standout tracks from the project include the SWV-sampling “Weak” and “May I.” The mixtape received great critical support upon release landing on the covers of Spotify’s “Feelin Myself” playlist and Apple Music’s “On Repeat,” along with two Spotify New Music Friday billboards last summer. She received rave reviews in the press from the likes of *New York Magazine*, *Pitchfork*, *Rolling Stone*, *Complex*, *FADER* and *NYLON*, with many calling her the next female rapper to break through and coining *Ho, why is you here ?* as one of the best projects of 2020. Other accolades include her first ever award show nomination for Best New Artist at the BET Hip-Hop Awards where she performed as part of the cypher. Following the BET Hip-Hop Awards and breaking into 2021 she was named a VEVO DSCVR Artist for 2021 and Spotify’s latest RADAR Artist. Her first release of the year is her *Fiddler On The Roof* sampling, Kenny Beats produced, “Roaring 20s” which is accompanied by a dance-filled, flapper visual.