

Yebba Releases official video for new single “Boomerang”
Watch HERE: <https://smarturl.it/xBoomerang/youtube>

“Boomerang” featured on her forthcoming
debut studio album “Dawn” out September 10th (RCA Records)

Pre-Order Dawn: <https://smarturl.it/xDawn>



Photo Credit: Francesco Carrozzini – High Res [HERE](#)

(New York- August 30, 2021) Today, Grammy winning singer/songwriter/arranger/producer **Yebba** releases the official video for her new single “**Boomerang**.”

Watch “Boomerang” HERE: <https://smarturl.it/xBoomerang/youtube>

“Boomerang” was written by Yebba with **Tommy Brenneck** (Sharon Jones & The Dap-Kings, Mark Ronson, Panic! At The Disco) and **Ilsey Juber** (Miley Cyrus, Mark Ronson, Lykke Li) and produced by Tommy Brenneck and **Mark Ronson**.

The video was directed by award-winning photographer and director [Francesco Carrozzini](#) (Jay-Z/Beyoncé/Lenny Kravitz) who also lensed Yebba’s previous videos for [“October Sky \(Live\)”](#) and [“Louie Bag.”](#)

Yebba’s debut album **Dawn** will be released September 10th via RCA Records.

Pre-Order *Dawn*: <https://smarturl.it/xDawn>

“Boomerang” follows the release of “[Louie Bag](#)” feat. [Smino](#)” described by *The Fader* as “(her) introspective new single serves to further whet our appetites for her official debut album.”

Billboard points out “her untouchable vocal skills... (and) punchy verse from Smino balances out the Arkansas native’s smooth melodies, the duo forming a musical yin and yang.” *UPROXX* adds “Led by her soothing vocals and detailing her recent successes and distaste for friends who are ‘talking sh*t for no reason,’ Yebba delivers a track that stands strong on its own but gets a boost with the addition of Smino’s slick verse.”

Her previous single “[October Sky](#)” was released earlier this summer along with an [acoustic performance video](#) and was declared “a master class in conveying complex emotions (*NPR*) along with love from **H.E.R.**, **Justin Timberlake**, **Brandi Carlile**, **Zane Lowe**, and **Mark Ronson**, who produced “October Sky” and executive produced the album.

Lead single “[Distance](#)” was nominated at the 2021 Grammy Awards for “Best Traditional R&B Performance,” and was included on Barack Obama’s annual playlist to extraordinary critical raves. *Clash* writes: ‘Distance’ is a phenomenal exhibition of Yebba’s dramatic vocal ability.” *Rolling Stone* concurs “Yebba delivers a characteristically stunning vocal performance,” and *NPR* calls the song “the ultimate exercise in restraint. Fully aware of her ability to vocally run circles around any production, she matches the tenderness of the orchestration and lyrics.” *Okayplayer* continues “At just 25 years old, Yebba has become an acclaimed vocalist due to her unforgettable sound.”

Grammy, Oscar and Golden Globe winning musician and producer **Mark Ronson** produced the album, and other key collaborators include **Questlove**, **the Roots**, **A\$AP Rocky**, **KAYTRANADA**, **Pino Palladino**, **Smino**, **James Francies**, **Smokey Hormel** and many more. The album was recorded at New York City’s Electric Lady Studios.

What the Press is Saying About Yebba:

“The one-in-a-million voice destined for the spotlight...Not since Amy Winehouse has there been a voice like this...‘Dawn’ [her debut album]... will make her a star’ - *Daily Telegraph (UK)*

“...a song that’s been haunting my ears...a master class in conveying complex emotions.”
- *NPR*

“She has the range...Her daring vocals leap from ...falsetto to sultry, guttural contralto. Her delivery defies convention.” – *Pitchfork*

“(Her debut album) is from start to finish the most incredible body of work and will be one of those albums that will travel with you for the rest of your life.... Really special... Embrace it, enjoy it, it will bring so much joy to your life.” –

Zane Lowe, Global Creative Director and Host, Apple Music

“Soon, she will be heralded, her voice is like the whole hymn, no choir needed.”- *UPROXX*

“A soulful treasure.” – *CLASH*

“...swooning new song... an airy vibe that flits between folk and soul as Yebba delivers a characteristically stunning vocal performance (on ‘Distance’)” – *Rolling Stone*

“Yebba's voice is folksy and musing, with lyrics that cut into the heart the way she delivers them. ('October Sky')... a moving single.” - **Teen Vogue**

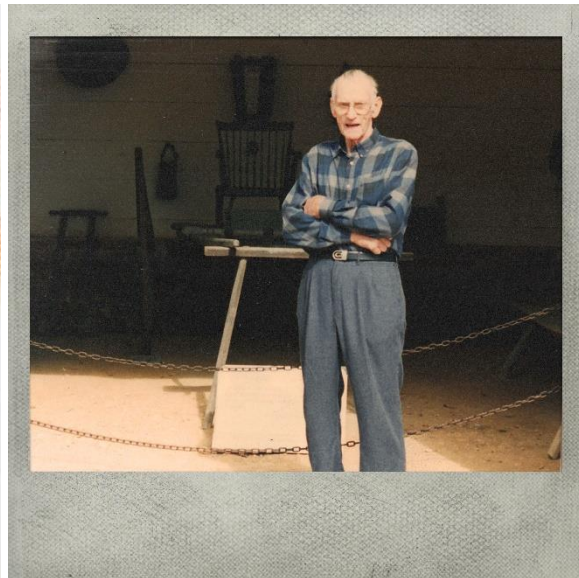
“Imagine Joni Mitchell doing madrigals and you have the idea of what this song ('October Sky') sounds like. Add to that one of current pop's most beautiful voices – seriously the Arkansan could sing the times tables and break your heart.” -- **The Times (UK)**

“Incredible vocal talent...Yebba, used this opportunity ('October Sky') to focus in on a nuanced, nostalgic track that showcases her control...” - **Earmilk**

“...the glimmer of a generation-defining and defying talent.” – **Ones To Watch**



Dawn album cover art [HERE](#)



“Boomerang” single cover art [HERE](#)

Dawn Track Listing:

1. How Many Years
2. Stand
3. Boomerang
4. All I Ever Wanted
5. Far Away feat. A\$AP Rocky
6. Dawn
7. October Sky
8. Louie Bag feat. Smino
9. One More Smile
10. Love Came Down
11. Distance
12. Paranoia Purple

Read Yebba's bio [HERE](#)

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<https://www.yebbasmith.com>