

Yebba Releases New Single and Lyric Video for “Boomerang”

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

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



Photo Credit: Ricky Alvarez -High Res [HERE](#)

(New York- August 25, 2021) Today, Grammy winning singer/songwriter/arranger/producer **Yebba** releases a new single and lyric video for “**Boomerang**.”

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“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**.

Yebba shares the inspiration for “Boomerang” below:

“I wrote ‘Boomerang’ when I first met Mark Ronson. It’s about a friend of mine who was in an incredibly toxic relationship where, as soon as she had a baby, her husband started beating her. Because I’ve never been married and I’ve never had a kid, the best way I knew how to tell that story was to describe how I feel when I’m blindsided by a relationship, and the shock that comes with that. I walked into this space in my mind where I find the one I love in someone else’s bed, and my mind goes right to violence. It’s the kind of thing where you have so much comfortability with rage, you’re able to think through it logically—like: ‘If I shoot him in the stomach, I’m gonna have to pay his hospital bill, so fuck that. If I shoot him in the head, then I could be convicted of murder. So what am I supposed to do?’ It ends up being a picture of running with your rage, and just trusting that karma will come back around and take care of things for you.”

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](#) directed by [Francesco Carrozzini](#). The song 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 the album.

Lead single [“Distance”](#) was nominated at the 2021 Grammy Awards for “Best Traditional R&B Performance,” and was included on Barak 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 folky and musing, with lyrics that cut into the heart the way she delivers them. (‘October Sky’)... a moving single.” - **Teen Vogue**

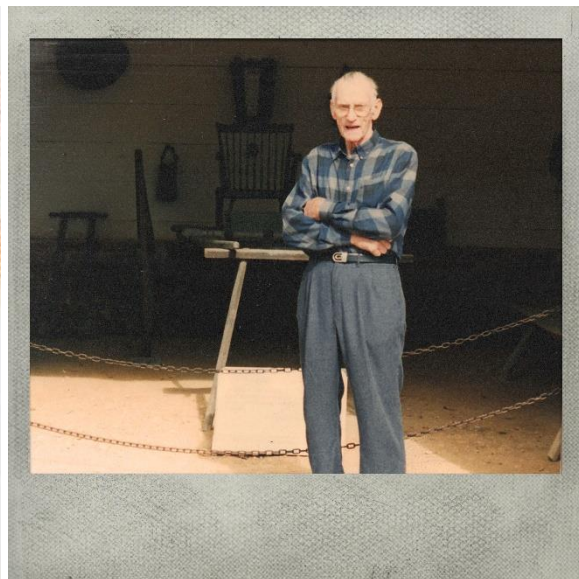
“Imagine Joni Mitchell doing madrigals and you have the idea of what this song (‘October Sky’) sounds like. Add to that one of current pop’s most beautiful voices – seriously the Arkansan could sing the times tables and break your heart.” -- **The Times (UK)**

“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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