

**ALICIA KEYS RELEASES NEW SINGLE
“LALA” FEATURING SWAE LEE**

**DEBUT PERFORMANCE OF NEW SINGLE SET FOR
MTV “VMAs” STAGE THIS SUNDAY, SEPTEMBER 12**



[New York, NY – September 9, 2021] Today, 15-time GRAMMY® Award-winning artist and worldwide-celebrated music icon Alicia Keys released her new single “LALA” featuring Diamond Selling Recording Artist Swae Lee via RCA Records. “LALA” demonstrates Keys at her best, owning her lane as only the musical icon can with sultry piano melodies and timeless vibes as she sings, “get lost in the LALA” and Swae jumps in “she cold like on the rocks.” Listen to the new single [here](#).

In tandem with today’s single release, it was also announced that Keys will make her long-awaited and highly anticipated return to the 2021 MTV “VMAs” for the first time in nine years. Hosted by Doja Cat, the show will air LIVE from Barclays Center on Sunday, September 12 at 8PM ET/PT on MTV. A New York City native, the 15-time Grammy Award winning singer-songwriter will bring a showstopping performance to the “VMAs” with spectacular city views in celebration of

the resilience of New York. Alicia last graced the iconic “VMAs” stage in 2012 for a world premiere performance “Girl on Fire” with special guests Nicki Minaj and Olympic gymnast Gabby Douglas.

“LALA” ushers in a new era for Keys following the recent 20th anniversary celebration of her iconic debut album *Songs In A Minor*, earlier this year. Since the release of *Songs In A Minor*, Keys has sold over 65 million records and built an unparalleled repertoire of hits and accomplishments. Alicia has become the #1 RIAA certified Female R&B artist of the millennium with 27.5 Million worldwide certified digital sales (US) and 20 Million Album Sales (US). Her seventh studio album *ALICIA* was released to rave reviews in September 2020 and earned Keys her 8th #1 album on the Billboard R&B Albums chart. The album's singles, “Show Me Love” and “So Done” earned Keys a record-extending 11th and 12th No. 1 on the Billboard Adult R&B Songs airplay chart respectively.

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Connect with Alicia Keys

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