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"El Muchacho"

K\$B, Scrizzy Santana, YBE, Klausura
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BIO

CLAK is the evolution of Latin Urban Music! A new musical sub-genre that aims to erase the lines between Urban and Latin Urban music by reimagining the approach to fusing Regional Mexican and Hip-Hop sounds and injecting it with the swagger and culture that is unique to the City of Los Angeles. The music can be described as street anthems that speak to the experiences of growing up in barrios (inner city neighborhoods) across the U.S. and Latin America. Through CLAK, we will build the youth's genre of the future, while developing our true, homegrown and developing talents. These artists are at the beginning of a new era in Urban Regional Mexican music. An era that is translating across the world more seamless than ever before. Markets include USA, Mexico, Chile, and Central America, among others.

TIMELINE

First single: 7/23 "Soy Diferente" ("I'm Different") is the lead single for CLAK. It is a trap infused beat with traditional Banda instrumentation, setting the tone for the high-energy sound that characterizes Clak. "Soy Diferente" lives up to its title by introducing a different sound to the music scene.

Performing artists: Christian Nava, Alexcis, Yubeili, Feefa

Second single: 8/20 "Mira Como" ("See How") brings together LA, Houston, and Atlanta rappers for a party song. A beat driven by the tuba combined with a catchy hook showcases CLAK's versatility.

Performing artists: Kap G, Ratcheton, Big Gemini

Third single: 9/24 "El Muchacho" ("The Boy") is a gritty tale about a day in the life in LA, living in the moment, hustling, earning a living, proud to represent his barrio and culture of street life Mexicano in LA. This tale is musically set with tuba and guitarra, mixing with today's Regional Mexicano sound, a corrido of present day!

Performing artists: K\$B, Scrizzy Santana, YBE, Klausura

Fourth single: 11/19 "Crimen" ("Crime") is the epitome of CLAK, and the focus track of the EP. Featuring a melting pot of live banda instrumentation with hip hop elements, the song brings together artists from Colombia, Puerto Rico, and Mexico to create a masterpiece for the ages!

Performing artists: Yubeili, Blessd, Hozwal, Christian Nava, Jaiman

The EP: 11/19 **COMIENZA LA BATALLA** (*The Battle Begins*) will feature 6 total tracks with 18 performing artists.

UP NEXT

Next singles and EP releases to come Q4 2021-Q1 2022:

EP #2 - CLAK FAKTORY (Mariachi)

EP #3 - CLAK FAKTORY (Cumbia/Norteño)

