

**DOWN3r aka DL DOWNER
aka JAMES WILLIAMS**

PRESSKIT 2016



DOWN3R

Biography

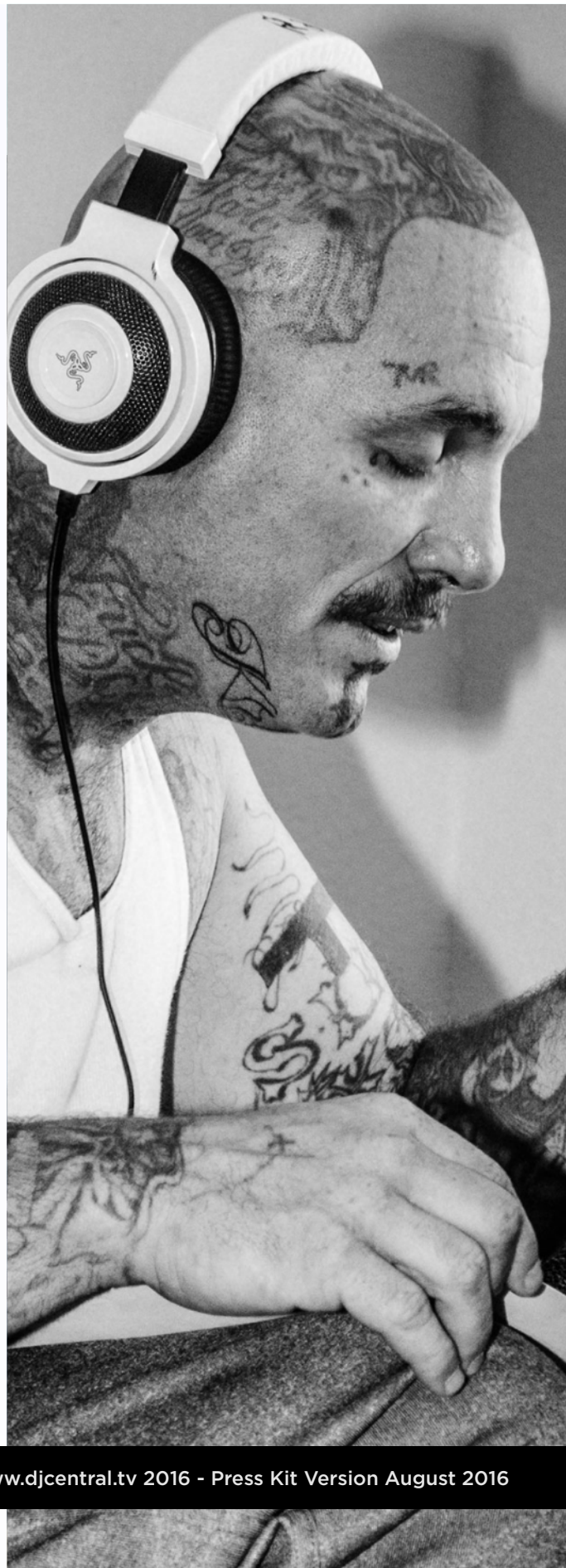
After spending 10 years in prison and living a lifestyle that he didn't want anymore, Downer got out in 2010 and got a great job in the oil fields as a supervisor for Advanced Industrial Services.

Music has always been in his blood and something that has been a driving force in his life for over 20 years. Realising his dream of writing and performing his music in late 2014, he began recording his life stories, combining street poetry with music. His music is filled with passion, heart and soul and tells his story just the way he wants it to be told, without the sugar coating. Since becoming a free man, Downer has changed his life in so many positive ways, and helping all around him he can to make a difference. Down3r is a positive voice shining through the clutter in the world, who is now connecting to millions of fans each and every day, telling his story, with his life experiences to guide him.

In 2015 Down3r's star just didn't start to shine it just went supernova from the moment his song "Suga Boom Boom" was released on Facebook. The song took on a life of its own through social media and has never stopped connecting with people.

As Down3r says:

"Suga Boom Boom is a song about part of my life and its real, the emotion is there in my voice and I felt every word that said and I think that is what all my fans and people who love to song connect to. The song has allowed me to record more of my music and now the world is calling for me so I am now making it my life's mission to deliver. I am ready to take my music to the world and make a positive impact on everyone who comes in contact with it."



With support slots with major Hip Hop and Urban acts completed and over 150 shows under his belt in the past 24 months, the momentum is not slowing down. Down3r's super nova star just keeps getting brighter and brighter.

There is no need for hype and spin or slick marketing statements as the social media stats speak for themselves. If there is such a comment that can describe the impact that Down3r has had it could only be that since releasing "Suga Boom Boom" he broke the internet " when he started his music career and replaced it with Down3r net. He has over 45M plays on social media and growing. His radio fans never stop calling the stations with over 100,000 fans leaving comments on various internet, community, digital and terrestrial radio platforms over the past 18 months.

James Williams aka Downer is a DJ Central Records and Blue Pie Records USA artist. Down3r has an EP and several singles out now at all leading digital retailers on the planet. Just search "**downer | down3r suga boom boom**" in GOOGLE.

Offical Sites:

- www.down3r.com
- www.sugaboomboom.com



Discography

DOWN3R



Album Name : **Side Chick - EP**
Genres : Hip-Hop/Rap, Music
Released Date : Feb 08, 2016
Label : DJ Central Records



Album Name : **When We Ride - Single**
Genres : Hip-Hop/Rap, Music
Released Date : Nov 10, 2015
Label : Iron Man Records



Album Name : **Suga Boom Boom (feat. James Williams) - Single**
Genres : Hip-Hop, Music, Hip-Hop/Rap
Released Date : Jul 15, 2015
Label : Blue Pie Records



Social Network

Since Down3r's star went supernova so has his social media stats and general numbers. Here are the CERTIFIED stats as at the 4th Aug 2016.



All media plays and social media statistics have been certified by Blue Pie Records USA
www.bluepierecords.com and ORDIOR www.ordior.com For any and all media enquiries please contact
Blue Pie Records via email in the 1st instance at support@bluepie.com.au



Major USA Tours and Cities

Gigs | Tours | Live Shows

2015

- M15 Concert Hall (Opening for COOLIO), 9022 Pulsar Ct Corona, CA.
- Dirty Diablo, 1241 E Broadway Rd, Ste 17, Meza Arizona
- The Spot Car Show, Phoenix Arizona
- The 505 Vapor Room, 1115 S Camino del Pueblo, Ste A, Bernalillo New Mexico.
- Leo's Night Club, 1119 Candelaria Road NW, Albuquerque, New Mexico.
- Jerry's Pizza, 1817 Chester Ave, Bakersfield CA.
- EPIQ Night Club, 3905 SE Main St, Roswell New Mexico.
- The Jam Spot, 239 San Pedro Dr NE, ALBQ New Mexico.
- Leo's Night Club, 1119 Candelaria Road NW, Albuquerque, New Mexico
- Hurricane Alley, 1490 Missouri Ave, Ste A, Las Cruces New Mexico.

2016

- Angel Baby Radio Show
- Idaho Falls, ID – The Falls Venue (All ages) Renegade Roller Derby, Bend Oregon
- M15 Concert Hall, Corona CA (Opening for KMK) (All Ages) 9022 Pulsar Ct Corona, CA.
- Club Lumina, Espanola NM (21+) 1187 State Road 68 Espanola, New Mexico 87537
- Leo's Bar and Grill 1119 Candelaria Road NW, Albuquerque, New Mexico.
- Hat Tricks, Lewisville Texas 101 E Corporate Dr #300, Lewisville, TX 75067



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