

DOWN3R



Press Kit June 2020

Biography:

DL Down3r, born James Williams, is a Californian west coast rapper who left 10 years of prison behind him, and went on to record his global viral hit "Suga Boom Boom", becoming the social star known as "Mr Suga Boom Boom".

His music is filled with passion, heart and soul. Since becoming a free man, Down3r has changed his life and the lives of many others. With the release of his hot viral hit "Suga Boom Boom" on Blue Pie Records USA, life has never been better. Through fierce and funky west coast rap, Down3r shares his prolific work with the rest of the world and the stage with west coast rap legends such as Coolio, Brown Boy, Jay Tablet, Lil Young, Baby Bash, Steel City Hustlers, King Z and DJ Kane to name a few. From powerful messages, lyrical poetry and sharp comments on society, to G-funk and Trap/EDM turn-up songs, he proves that age and experience is the opposite of a liability in today's rap game.

DL Down3r delivers a wide catalogue of Hip Hop's best sub-genres, and puts you through almost every emotion possible. After signing to Blue Pie Records and DJ Central Records in 2015, he made a name for himself in 2016 with his major hit "Suga Boom Boom". The song became as influential as could be in today's digital era, and put Down3r on the map of West Coast rap. From a young age, DL hasn't had the easiest life. Growing up in some of the toughest neighborhoods in Los Angeles and being locked up in federal prison for 10 years, Down3r has walked down roads that many people never travel, and in some cases would never want to.

Thanks to his passion for music, Down3r focused on his artistic career and put blood, sweat and tears into a body of work that would eventually put his old life behind him, start a new chapter and spread a message to inspire people.

As DL Down3r says about his monster hit:

"Suga Boom Boom is a song about part of my life and it's real, the emotion is there in my voice and I felt every word that I 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."

- Down3r

With support slots with major Hip Hop and Urban acts completed, and over 350 shows under his belt since 2015, the momentum is not slowing down. Down3r's supernova star just keeps getting brighter and brighter, and with tens of thousands of fans as of 2019, his supportive community are restless in their pursuit of making his work known!

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". With over 170,000,000 YouTube plays and counting as of January 2019, over 14 million plays on Spotify as of May 2019, over 20 million plays on Apple Radio as of May 2019, constant downloads on all major retailers, and a touring schedule that does not stop, this is not the first or last time you will be hearing "Suga Boom Boom", or any of Down3r's other stories of life through his music.

James Williams aka DL Down3r is a Blue Pie Records USA artist, and his work is available at all leading digital streaming retailers and download stores on the planet! Just search "DL Down3r Suga Boom Boom"!



Official Links:



www.down3r.com



www.youtube.com [search DL Down3r]



www.spotify.com [search DL Down3r]



www.facebook.com/DIDownerandLadyDice



www.twitter.com/jwdown3r



www.instagram.com/dldown3r



www.airplaydirect.com/music/downer



www.bandsintown.com/a/14947802-dl-down3r



www.reverbnation.com/dldowner



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Discography:



Album Name : Throw It Up (DL Down3r & LadyDice)
Genres : Hip-Hop/RnB
Released Date : 14 April 2017
Label : DJ Central Records



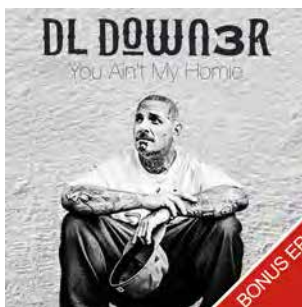
Album Name : What If (DL Down3r & LadyDice)
Genres : Hip-Hop/RnB
Released Date : 1 May 2017
Label : DJ Central Records



Album Name : The Original Suga Boom Boom Freestyle
Genres : Hip-Hop/RnB
Released Date : 30 November 2017
Label : DJ Central Records



Album Name : Side Chick EP
Genres : Hip-Hop/RnB
Released Date : 13 January 2018
Label : DJ Central Records



Album Name : You Ain't My Homie EP
Genres : Hip-Hop/RnB
Released Date : 7 February 2018
Label : DJ Central Records





Album Name : Suga Boom Boom Bonus EP
Genres : Hip-Hop/RnB
Released Date : 7 February 2018
Label : DJ Central Records

Crusin' Thru The Dale
Df Downer
featuring
Ghost

Album Name : Cruisin' Thru The Dale
Genres : Hip-Hop/RnB
Released Date : 7 February 2018
Label : DJ Central Records



Album Name : Side Chick
Genres : Hip-Hop/RnB
Released Date : 23 February 2018
Label : DJ Central Records



Album Name : Wear Me Down
Genres : Hip-Hop/RnB
Released Date : 6 October 2018
Label : DJ Central Records



Album Name : Suga Boom Boom
Genres : Hip-Hop/RnB
Released Date : 23 October 2018
Label : DJ Central Records





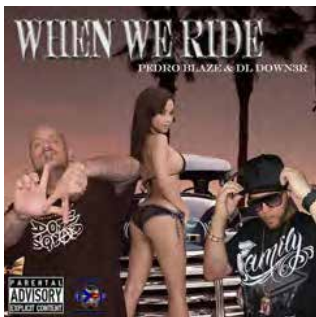
Album Name : You Ain't My Homie
Genres : Hip-Hop/RnB
Released Date : 23 October 2018
Label : DJ Central Records



Album Name : High On You
Genres : Hip-Hop/RnB
Released Date : 24 October 2018
Label : DJ Central Records



Album Name : Switch (I'm The Shit)
Genres : Hip-Hop/RnB
Released Date : 24 October 2018
Label : DJ Central Records

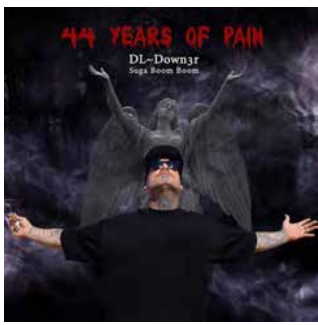


Album Name : When We Ride
Genres : Hip-Hop/RnB
Released Date : 24 October 2018
Label : DJ Central Records



Album Name : No L's
Genres : Hip-Hop/RnB
Released Date : 30 October 2018
Label : DJ Central Records

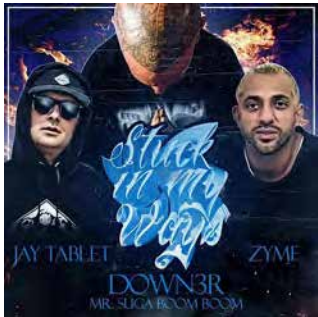




Album Name : 44 Years Of Pain
Genres : Hip-Hop/RnB
Released Date : 12 November 2018
Label : DJ Central Records



Album Name : Suga Boom Boom (Special Live EP)
Genres : Hip-Hop/RnB
Released Date : 14 November 2018
Label : DJ Central Records



Album Name : Stuck In My Ways
Genres : Hip-Hop/RnB
Released Date : 19 November 2018
Label : DJ Central Records



Album Name : What If (Dirty Mix - DL Down3r & LadyDice)
Genres : Hip-Hop/RnB
Released Date : 19 November 2018
Label : DJ Central Records



Album Name : What If (Bonus EP - DL Down3r & LadyDice)
Genres : Hip-Hop/RnB
Released Date : 20 November 2018
Label : DJ Central Records





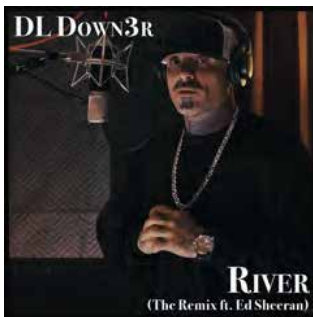
Album Name : What If (Clean Mix - DL Down3r & LadyDice)
Genres : Hip-Hop/RnB
Released Date : 20 November 2018
Label : DJ Central Records



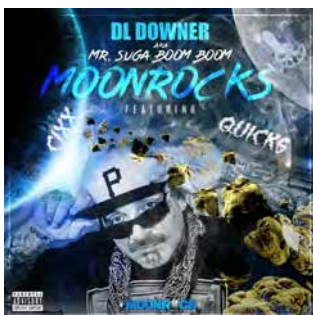
Album Name : Suga Boom Boom (Special Bonus Live Album)
Genres : Hip-Hop/RnB
Released Date : 17 May 2019
Label : DJ Central Records



Album Name : Lean Back
Genres : Hip-Hop/RnB
Released Date : 26 March 2019
Label : DJ Central Records



Album Name : River (Remix)
Genres : Hip-Hop/RnB
Released Date : 26 March 2019
Label : DJ Central Records



Album Name : MoonRocks
Genres : Hip-Hop/RnB
Released Date : 13 September 2019
Label : DJ Central Records





Album Name : Close Ones
Genres : Hip-Hop/RnB
Released Date : 5 October 2019
Label : DJ Central Records



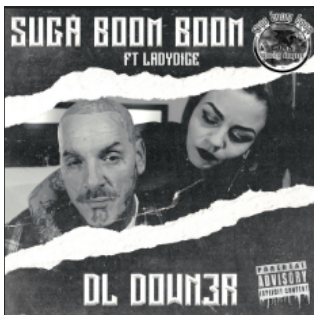
Album Name : Bring The West Back
Genres : Hip-Hop/RnB
Released Date : 13 November 2019
Label : DJ Central Records



Album Name : Hear Me Now
Genres : Hip-Hop/RnB
Released Date : 2 April 2020
Label : DJ Central Records



Album Name : Suga Boom Boom, The Remixes (DL Down3r & Key Crashers)
Genres : Hip-Hop/RnB
Released Date : 5 March 2020
Label : DJ Central Records

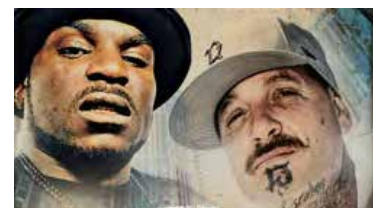


Album Name : Suga Boom Boom (DL Down3r & LadyDice)
Genres : Hip-Hop/RnB
Released Date : 10 June 2020
Label : DJ Central Records



Tours and Live Shows:

- 14th December 2019 - 6th Annual Jingle Jam**
 414 Central Ave NW, Albuquerque, NM 87102
 All Ages.
 Start Time: 7pm
- 6th December 2019 - Mr. & Mrs. All Pro's Bday Party & DL Down3r**
 The Wired Pub
 5448 M 103RD St, Omaha, Nebraska
 Start Time: 7pm
- 5th October 2019 - Best in the West Michelada Fest 2**
 Arizona Market Place
 3351 S Avenue 4 E
 Start Time: 5pm
- 15th September 2019 - DL Down3r Mr. Suga Boom Boom**
 Live @ Nani Addiction
 190 E 15th St, Loveland, Colorado 80538
 Start Time: 2:30pm
- 7th August 2019 - X-Raided & DL Down3r**
 Live at Fuego
 1823 SE Tualatin Valley Hwy Hillsboro, Oregon
 Start Time: 8:00pm (doors open at 7pm).



Tours and Live Shows:

- 13th July 2019 - 710 Camp Sesh**
 (Down3r on main stage)
 7950 Egert Rd, Dairy, OR 97625, United States
 Start Time: 7:10 PM
- 2 June 2019 - DL DOWN3R**
 Live at Midnight Riders
 2805 N Main St, McAlester, Oklahoma 74501
 Start Time: 8pm
- 30th May-1st June 2019**
DL Down3r "44 Years Of Pain Tour"
 South Omaha's Finest Tequila Garage Bar
 4971 Q St, Omaha, Nebraska 68117
 Start Time: 7pm
- 26th May 2019 - DL Downer, Mr. Suga Boom Boom**
 Live in Helena - Silver City Saloon
 6042 Lincoln Rd W, Helena, Montana 59602
 Start Time: 7pm
- 19th January 2019 - DL Down3r, Bigg Cixx, Spez Loaks, and the Rhythm In Goons Family**
 Live at The Gem
 16 1st Street, Idaho Falls IDAHO USA
 Start Time: 7pm



Achievements:

- Performed over 360 shows from 2015 to 2019
- Over 250,000 monthly listeners across 3 Spotify profiles
- No. 1 on the Hot Viral 50 Sweden 2019
- No. 11 on the Rap Hip Hop Spotify Chart Sweden 2019
- Top 20 on the iTunes Hip Hop and Rap Chart USA 2019



Streaming and Downloads:

Here are the CERTIFIED streaming and downloads and general numbers as of June 2020.



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



Comp Cards:




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