

KSI to Release New Single, "Poppin" Featuring Lil Pump, Smokepurpp on March 27th

Track now available for pre-order

LOS ANGELES, CA, US, March 23, 2020 /EINPresswire.com/ -- Fresh off the smash success of his first two singles, "Down Like That" and "Wake Up Call" (which have collectively amassed over 200 million streams globally), KSI is back with his third single, "Poppin" featuring Lil Pump and Smokepurpp. The song is set to release across all streaming platforms via RBC/BMG on March 27th.

The British-born entertainer quickly evolved from YouTube sensation (with over 30 million subscribers), to boxing champion (who defeated Logan Paul in a highly-buzzed-about Staples Center match in 2019), to a bonafide, respected artist. In fact, his 2019 debut single, "Down Like That" featuring Rick Ross and Lil Baby, hit #1 on the iTunes chart and peaked at #10 on the UK singles chart, a rare and impressive feat for an emerging artist.

KSI's latest single "Poppin", which is now available for pre-order, is set to release in conjunction with a new music video. KSI is also scheduled to perform at high-caliber music festivals around the world, including Reading and Leeds, Parklife, Longitude, Glastonbury, and Weekender Jersey.

Pre-order "Poppin" now: <https://ksi.ffm.to/poppin>

ABOUT KSI:

Olajide William 'JJ' Olatunji, known publicly as KSI, is one of YouTube's biggest stars, a chart-topping music artist, an actor, and a professional boxer with a combined social media reach of over 40 MILLION. KSI's 2 YouTube channels have amassed over 30 Million subscribers and over 6 BILLION views on YouTube alone. He also possesses the third most-followed music channel in the UK behind Ed Sheeran and One Direction. Variety named KSI as the top influencer amongst US Teens, outranking household names like Taylor Swift, Johnny Depp, and crushing traditional TV/film and music stars. KSI has been featured in Forbes, Billboard, Esquire, The Hollywood Reporter, E! News, ESPN, Mirror, The Sun, and many more. KSI competed in his first white-collar boxing match in February 2018 against fellow YouTube influencer Joe Weller. KSI won the bout



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and was awarded the YouTube Boxing Championship Belt. On YouTube, the fight drew over 1.6 million live viewers, 21 million views within a day, and over 25 million over the next several days, making it the biggest white-collar boxing fight in history.

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