

Wyn Starks Celebrates Black Identity With 'Coco:' An Ode To Freedom, Strength And Resilience

NASHVILLE, TN, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Soul-pop powerhouse Wyn Starks is claiming his narrative and shedding a light on Black culture with 'Coco,' the brand new single that pairs a radiant message of strength and freedom with a joyous, soul-drenched, anthemic sound.

With its irresistible chorus and Stark's unmistakably rich vocals, 'Coco' is both a vibrant celebration and a welcoming invitation to embrace your identity - speaking directly to anyone who has ever questioned their worth or longed for a place where they could feel free to be themselves without judgement.

Marking one of his most uplifting, infectious, and heartfelt releases to date, this is a culturally resonant hit destined to echo in today's pop-soul scene - and remain for generations.



Wyn Starks

Opening up on the impactful single to Essentially Pop in a recent interview, Starks shared: "The inspiration really came from wanting to reconnect with my roots. I had the opportunity to visit Nigeria several years ago, and it was such a powerful experience. I felt this deep connection to the culture, the people, and the music, and 'Coco' became a bit of a love letter to that experience.

"I wanted it to feel like world music meeting Afrobeat while celebrating identity, confidence, and joy. Releasing it on Juneteenth made it even more meaningful because it felt like the perfect day to celebrate where we come from and who we are."

He then went on to reveal his personal connection to the song, encouraging a celebration of community and hope: "Honestly, I was writing from a very personal place. I was thinking about

my own community. I wanted to write something that celebrated Black identity and reminded people that our beauty, our value, and our worth have never been up for debate. That was the heart behind the song. At the same time, I hope the message reaches anyone who's ever questioned their worth. " □□Starks originally captured audience's hearts on Season 17 of America's Got Talent after his break-out audition performing an emotional rendition of his original song 'Who I Am' received a standing ovation. Simon Cowell said it"could be a life-changing moment" - and it certainly was.

Since then, Starks has gone on to amass over 90 million career streams across numerous hits such as 'Run' and his debut album 'Black Is Golden', cultivate a devoted fanbase, and universally connect with listeners - notably with the likes of musical legend Celine Dion in the Amazon Prime I Am: Celine Dion documentary.

In a touching moment, Celine Dion - amidst her life-changing battle with Stiff-Person syndrome - asks her therapist to play 'Who I Am', and sings along to every word. Using its message of healing and self-acceptance as encouragement, the incredibly powerful scene sparked viral adoration for the song.

'Coco' stands proudly at the heart of this new era. Opening a new chapter and introducing audiences to his highly-anticipated sophomore album - a fusion of infectious pop, classic R&B, and touches of '80s rock, Starks continues to carve a unique space with bold reflections on some of life's most meaningful moments.

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