

For Immediate Release:

Contact: Usra Ali

Mobile: (209) 650-9075

Email: usraalipr@gmail.com

Upcoming Canadian Artist Kiki Rowe to Make a Comeback with Empire Records

March 12, 2021 - Toronto, Ontario - Canada is known to breed talents with a unique sound and Canadian artist Kiki Rowe is up next to watch. She's a triple threat-- a talented R&B/pop singer, producer, and songwriter.

Her talent was recognized by Sony Music Canada and she was briefly signed to the label before she was dropped due to low record sales. Rowe rides her own wave. She's not going to conform to a label's standards of what a pop star should release—Instead, she stays true to her artistry while refusing to give up on the chance for a big label to join her on her journey. The drop from Sony only fueled her fire, igniting the opportunity to sign with Empire.

Despite the fallout, her accomplishments speak for themselves. She's worked with Grammy-winning producers, such as DJ Mustard on her breakout hit "Trust Issues". She's also worked with Canadian artists Nineteen85 and Preme. The songstress has even partnered with Only Fans, Skechers, Sephora, Guerlain, and Radsak on marketing campaigns.

Rowe is the perfect example of what it looks like to have talent and artistry exceed marketing efforts. Sales can be achieved through proper marketing, but talent is undeniable. Her new EP is set to be released by Empire in June this year. Rowe is in high hopes of making this her huge comeback.

For more information or press inquiries, please contact Usra at: (209) 650-9075, or via email: usraalipr@gmail.com

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