

FOR IMMEDIATE RELEASE -

Artist: Jammin Jeff

Label: New Level Entertainment

Album: HIGHLY ANTICIPATED

EPK: newlevelentertainment.online/jamminjeff

From Northeast to worldwide, "Jammin" drummer is changing direction for DC's regionally rooted music

Washington DC - "How is regionally rooted music the foundation of R&B and hip hop hits around the world but our original sounds are kinda stuck here, around the Capital Beltway?"

WAMMIE-nominated artist-producer Jammin Jeff challenges. "Look at [Amerie](#), [Jill Scott](#), [Beyonce](#). So many club bangers over the years are layered on pocket beats, *go-go* beats that hitmakers from DC created. I'm pushing for the world to rediscover what we already know. Go-go is good music."

Jammin Jeff, DC's award-winning drummer-producer, comes outta the pocket onto the stage as lead vocalist with a bigger message than just the lyrics in his songs.

"It's time for go-go to go global," Jammin Jeff states. "The '90s and 2000s took go-go onto Billboard and the big screen and into people's Walkmans. Where are we now? Technology can literally take DC's music into clubs, lounges, hotel elevators, TV and movie soundtracks, and handheld devices EVERYWHERE. That's where go-go needs to be. EVERYWHERE."

Consider his newest cross-genre album HIGHLY ANTICIPATED (2022) as a sonic expression of that proclamation. [Explore the album here](#). Tracks from last year's debut album ANTICIPATED (2021) are in regular rotation with EZ Street (WHUR 96.3 FM), The Legendary Chris Washington (NYC), DJ Big Fella (Durham) and other playlisters. Jammin Jeff is currently partnered with Hip Hop Museum Executive Director Master Gee/Guy O'Brien of The Sugar Hill Gang fame to release collaborative music and launch a hip hop and health campaign in Spring 2022.

ABOUT JAMMIN JEFF

Jammin Jeff is a 30-year veteran performing artist. Contributions include *Straight from the Basement* (1994), *N.E.G. Jams* (1995); performances with Kirk Franklin, Shirley Caesar, KiKi Sheard, Stevie Wonder, Doug E Fresh, Marsha Ambrosius, Ledisi; founder of live music production and studio recording collective New Level Entertainment (2003-present); band drummer/manager Krazy Praise (2004-2007), Jammin Jeff and Friends (2009-2012), Familiar Faces/Team Familiar/Still Familiar (2011-2021); *Anticipated* (2021), *Highly Anticipated* (2022).

CONTACT

To schedule interviews, appearances, or receive promo copies of *HIGHLY ANTICIPATED*:

Glenda Lee | NewLevelEntmt@gmail.com

202-494-2333 mobile; 844-NEW-LEVEL (844-639-5383) office

WEBSITE: www.newlevelentertainment.online

INSTAGRAM: <https://www.instagram.com/newlevelentmt/>

APPLE MUSIC: <https://music.apple.com/us/artist/jammin-jeff/1549187526>

SPOTIFY: <https://open.spotify.com/artist/1NmAHyBb9C8tZTUFURs3bu>