

KEEDRON BRYANT BIO

Keedron Bryant is a young R&B and gospel singer from Jacksonville, Florida who captured the world's attention in May of 2020 when he posted a powerful a cappella video of himself singing "I Just Want to Live," a song written by his mother in protest of the police killing of Minneapolis man George Floyd. Just 12 years old at the time, Bryant's talent and subsequent viral fame quickly earned him a deal with Warner Bros, which issued a studio version of the song a month later.

Born in Sicily, Italy to parents who were both ministers, Bryant grew up in Jacksonville and displayed a gift for singing at a young age. In early 2020, he made an appearance on the NBC child talent and variety show Little Big Shots. After watching the video clip of George Floyd's death at the hands of Minneapolis police officers, Johnetta Bryant was moved to write the lyrics for "I Just Want to Live" which she gave to her son that night. Keedron wrote a melody and posted a video of himself singing the song a day later, and its impassioned plea struck a chord on social media, causing it to go viral and become somewhat of an anthem during the subsequent protests against racial injustice and police brutality that occurred that summer. Among those who championed Bryant's performance were Barack Obama, LeBron James, and Lupita Nyong'o.

Producer Dem Jointz was so inspired by the song, he recorded a set of backing tracks to the video and it caught the attention of Warner Bros., who signed Bryant and released the studio version of "I Just Want to Live" the following month to coincide with the Juneteenth (June 19) holiday.