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BOSTON BASED RECORDING ARTIST, ZAMA, RELEASES NEW SINGLE THAT BENEFITS BOSTON YOUTH



(Boston, MA) – Haitian-American singer, songwriter, and recording artist, **Zama**’s new single, *Stuck*, invites listeners to join her and the non-profit organization, **Transformative Culture Project (TCP)** in celebrating the young artists in the greater Boston area with **100% of proceeds from sales** of her single going directly towards programs that encourages the arts and creativity in Boston communities.

A proud Bostonian with Haitian roots, the single showcases **Zama**’s soulful voice and signature sound – one that blends Pop, R&B and Caribbean styling – to explore the current and very relatable feeling of being physically and metaphorically stuck due to the pandemic. The song itself was birthed from a place of struggle as **Zama** attempted to adjust to the new reality while simultaneously fighting against feelings that left her uninspired. But this all changed when the first few lyrics popped in her head. Writing this song allowed her to find her creative rhythm again and that changed her mindset of how to deal with lockdown. In releasing *Stuck*, she wanted to provide listeners with a sense of healing, as she wholeheartedly believes music has the power to do that. **Zama** also hopes her song may provide listeners with optimism; that her song may serve as a reminder to those feeling uncertain about the future that they are not alone.

Zama didn’t simply write *Stuck* while “stuck” in her Boston home – in quarantine – however. After recording it, she sent it out to **Michele Beneforti** who produced it in Italy and later got it mixed and mastered by **David Altenor** of **Kingdom Sound Music Group** in Everett. The video was shot at home DIY style with help from her brother and with the guidance on filming and editing from fellow artist, **Ayiiti** in Paris. *Stuck* became a quintessential example of creating in this new era of social distancing.

Releasing a track like *Stuck* at a time like this is also an opportunity to inspire people to continue to create and do what they love despite the obstacles that may arise. As a recording artist with a growing platform, **Zama** believes in the power behind purposeful art. It’s why she creates; and it’s why she wants to help others create.

Through her partnership with **Transformative Culture Project** – a non-profit that harnesses the economic power of creative arts for the youth and community development – she is able to do just that in her hometown.

“I'm really proud to be from Boston. So my goal with this project is simply to give back to my city. I believe people should create because there's so much power in art. And to partner with an organization that is doing just that in communities where it's likely the only program that can bring the arts to youth? That's really important to me,” says Zama.

Zama and **Transformative Culture Project** are aiming to reach their goal of \$10k in sales and 100k in streams. **Stuck** is available everywhere on **June 24th, 2020**.

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