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## JESSE GRAHAM "BIG FLOYD" NEW MUSIC

### FOR IMMEDIATE RELEASE:



**Los Angeles, California** — “Big Floyd, (I am)” the title song of soul balladeer Jesse Graham, 2021 Single. Jesse Graham from Los Angeles by way of Georgia is releasing this timeless anthem. The retired veteran is an ordained minister and the founder of New Day Worldwide Inc, in the state of California, which was established to help youth learn about music production and develop their projects.

Jesse has been singing, recording, producing, most of his life. Also accomplished vocalist and songwriter, he has a song vault of songs, as well. Through his nonprofit, Jesse has devoted 10 years to guiding the youth of Los Angeles towards positive ambitions, particularly the love of music. And Jesse Graham appropriates a large percentage of the proceeds of his sound recordings to fund these endeavors.

Jesse Graham’s tune, “Big Floyd (I am),” is now generating sales. The video, filmed on a modest budget, during this Global Pandemic, is respective of Social Distancing requirements and has gained 20k views on YouTube since its debut in April 21, 2021.

Jesse Graham has remained purpose-driven, running New Day Worldwide in Las Angeles and the Summer Youth Camp Mission in Azusa, California. He admits over the past 10 years, his private bookings for weddings, churches, birthday parties, community and school events have allowed him to raise money for his organization, as well. “Back in the day, community centers and programs kept kids off the streets and out of danger,” says Jesse. “There are not as many around anymore. My goal has always been to give them something constructive to do, providing a safe environment for youth to gain skills and positioned themselves for success.”

- Now that the Global Pandemic has made performing in public a challenge, Jesse has chosen to move his music-and-production ministry to virtual platforms. He is accepting donations via digital sales downloads off Spotify and iTunes. The nonprofit accepts direct donations through its website. Jesse Graham who has a large Social Media following and FM Radio presence, which has allowed listeners to access his music, mission, and ministry worldwide.

Jesse has been willing to take this burden on himself and uses all of his platforms to drive home this purpose. “Keeping them off the streets can lead them to a better life. Hopefully, someday, they will be able to give back to the next generation and the next, in a perpetual cycle of giving.:

Jesse chooses not to divulge the names of any of the young workshop attendees who have been supported by the organization, but he admits he is extremely proud of all of them. And while fundraising through digital downloads may not be the traditional way to fundraise for a given purpose, these kids are the reason he has been out here in the streets, and now virtually, singing his heart out.

### NOTES TO EDITORS:

For press and media inquiries, including promotional photos, bookings, and interviews, please contact Publicity Services at (323)393-0548 or by email to [JesseGrahamLA@Gmail.com](mailto:JesseGrahamLA@Gmail.com). More details also available online at [www.newdayworldwide.com](http://www.newdayworldwide.com).

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