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## **“ProQuo” Releases Lead Single/Video “Final Fire” From Forthcoming Rap Album, *iNStANT BROTHERHOOD*, Through Sony Orchard/Freedom Corner/Dotted i Music & Entertainment**

*Rap Duo, ProQuo, (Professor Lyrical & Jay “Quokane” Cruz) release single, “Final Fire,” from new album*

**Boston, MA**— June 1, 2021 —The new electrifying rap duo, **ProQuo**, has announced it has completed a deal with Mississippi based, Freedom Corner Brand, to release its debut album *iNStANT BROTHERHOOD*, including the album’s debut single “Final Fire” to be distributed via independent music distributor The Orchard -- a subsidiary of Sony Music Entertainment. The single and video for “Final Fire” will both be released on Friday, July 2, 2021. “Final Fire” was produced by Larys Vegas (Netherlands, Amsterdam), a talented member of the extended iBHood movement, a team of over 15 artists and producers involved in the production of the album.

The Sony owned Orchard made waves last week by penning a new deal with Mass Appeal Records, a label co-founded by Grammy-award winner Nas, and will begin releasing his records. Similar to what Nas’ deal provides, ProQuo will also have access to The Orchard’s suite of services, including full-service marketing, video services, sync licensing, data analysis, advertising, rights management and more.

ProQuo consists of native Massachusetts wordsmiths—Professor Lyrical & Jay “Quokane” Cruz. Pro is a Boston Hip Hop luminary and University Professor who earned a BS and MS in his home city at UMass-Lowell and later earned a doctorate at Northeastern University where he taught for several years as an Assistant Professor before accepting an Associate Professor position at HBCU—UDC in the nation’s capital. Cruz is a US postal carrier who is originally from Leominster, MA and now resides in Derry, NH. Quo provided the impetus for the *iNStANT BROTHERHOOD* album and movement (#iBHood) after curating a fleet of international and domestic “Newbap” producers and artists with a similar ideology rooted in unity during the Covid-19 global pandemic. Along with Pro, Quo is the co-host of The ProQuo Show a Friday night webcast that airs every 9pm EST via the [www.HipHopCitizen.com](http://www.HipHopCitizen.com) website and livestream network.

ProQuo released its first single, “Buy Buy” independently through Dotted i Music & Entertainment in April, which featured production by Legendary, a Freedom Corner Brand artist and producer. On the strength of the single, and the quality of the additional fifteen tracks on the forthcoming album (several featuring Legendary production), CEO of Freedom Corner Brand, LD, sought out a partnership that would bring ProQuo and iBHood into the family of Freedom Corner Brand artists distributed by Family & Friends CEO, Sin Crawford, via Sony Orchard. The “Final Fire” single and video drop via all platforms July 2<sup>nd</sup>, 2021; *iNStANT BROTHERHOOD* drops just two weeks later.

### **For more information, press only:**

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