A picture containing clipart

Description automatically generated

**BABY QUEEN RELEASES NEW SINGLE ‘WANNABE’**

Baby Queen shares her brand new single ‘Wannabe’ released via Polydor. ‘Wannabe’ marks the beginning of the next chapter in Baby Queen’s ascension to the anti-pop throne, following the release of her debut mixtape *The Yearbook* in September.

Baby Queen aka South African-born, London-adoptee Bella Latham describes “Wannabe” as “the underdog’s anthem”. She elaborates, *“It’s a song I wrote about the way other people have perceived me throughout my life. I feel like I’ve always had something to prove to other people and I’ve always been trying to fit into an ideal of who I should be and how I should behave. That changed when I became Baby Queen. I found a place I belonged and people who fully accepted me for who I am. By the standards of the people I grew up with, or used to try so hard be friends with, I might be weird or crazy or “the girl who kisses other girls” or a total wannabe, but by the standards of my people, I am great just the way I am. The song is an invitation to accept yourself and embrace the labels that are given to you by small minded, boring people. If this is what it means to be a loser, then I hope I’ll be a loser for the rest of my life.”*

Baby Queen is a deeply personal project for 23-year-old Bella, a musical persona that was born out of feeling like a misfit as she tried to fit into London life following her move here five years ago. Signing to Polydor last year, a series of acclaimed releases including an EP and a mixtape have cemented her status as a global popstar in waiting.

Baby Queen performed throughout the summer at festivals including Reading & Leeds and played 3 headline shows at Omeara in November – all of which sold out straight away.

***FOLLOW BABY QUEEN:***

[***TUMBLR***](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fplayerapi.plaympe.com%2Fclick%2FeyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJ1cmwiOiJodHRwczovL3F1ZWVub2Z0aGViYWJpZXMudHVtYmxyLmNvbS8iLCJyZWNpcGllbnRpZCI6MTMxNjY4LCJyZWxlYXNlaWQiOiIxMzUwNjUzIn0.9NmF3_m5oPBN1X4IS97EFokrqI8SQNOSxLKLGeBqV3M&data=04%7C01%7Csusie.ember%40umusic.com%7C8106a90e73f24ff81f5708d91ebd5f40%7Cbbcb6b2f8c7c4e2486e46c36fed00b78%7C1%7C0%7C637574620959694451%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=2m5QL6v6xsOzH7tfOsxmbehffAbuwqudX3ZakISv9Ig%3D&reserved=0)***//***[***INSTAGRAM***](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fplayerapi.plaympe.com%2Fclick%2FeyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJ1cmwiOiJodHRwczovL3d3dy5pbnN0YWdyYW0uY29tL3F1ZWVub2Z0aGViYWJpZXMvIiwicmVjaXBpZW50aWQiOjEzMTY2OCwicmVsZWFzZWlkIjoiMTM1MDY1MyJ9.yfPhAQ4Xp5AQBqQTQdYqgUYN55wCv2Lqzma8BsN9ZFc&data=04%7C01%7Csusie.ember%40umusic.com%7C8106a90e73f24ff81f5708d91ebd5f40%7Cbbcb6b2f8c7c4e2486e46c36fed00b78%7C1%7C0%7C637574620959694451%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Drh7sHEhltphibkQb7NPBLFQ%2Bss%2Fkn5u4h7fnsSfpNM%3D&reserved=0)***//***[***TIKTOK***](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fplayerapi.plaympe.com%2Fclick%2FeyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJ1cmwiOiJodHRwczovL3d3dy50aWt0b2suY29tL0BxdWVlbm9mdGhlYmFiaWVzIiwicmVjaXBpZW50aWQiOjEzMTY2OCwicmVsZWFzZWlkIjoiMTM1MDY1MyJ9.2MtOY8QwkdmQAKh-FbLa6X5Scu2CPkULuFDhzoaTJ3Y&data=04%7C01%7Csusie.ember%40umusic.com%7C8106a90e73f24ff81f5708d91ebd5f40%7Cbbcb6b2f8c7c4e2486e46c36fed00b78%7C1%7C0%7C637574620959699429%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=rvPeSzxGrrYBBGHdE35xtpF7ukO9foS0e8FvjJNL7xo%3D&reserved=0)***//***[***FACEBOOK***](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fplayerapi.plaympe.com%2Fclick%2FeyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJ1cmwiOiJodHRwczovL3d3dy5mYWNlYm9vay5jb20vcXVlZW5vZnRoZWJhYmllcy8iLCJyZWNpcGllbnRpZCI6MTMxNjY4LCJyZWxlYXNlaWQiOiIxMzUwNjUzIn0.CRFaz1fQT0qiY46QTgaF8Qh6YoYdV89j9ibfZv1vBV8&data=04%7C01%7Csusie.ember%40umusic.com%7C8106a90e73f24ff81f5708d91ebd5f40%7Cbbcb6b2f8c7c4e2486e46c36fed00b78%7C1%7C0%7C637574620959704407%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=OR%2BdrhVzlhoyqwwdvGl6w8SMkUS8qfnjNAQnm8FPhrk%3D&reserved=0)***//***[***TWITTER***](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fplayerapi.plaympe.com%2Fclick%2FeyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJ1cmwiOiJodHRwczovL3R3aXR0ZXIuY29tL2JhYnlvZnRoZXF1ZWVuIiwicmVjaXBpZW50aWQiOjEzMTY2OCwicmVsZWFzZWlkIjoiMTM1MDY1MyJ9.C9wD33MObjpV_WWvna0bgVtitnPnYOIk1eU60hh2amk&data=04%7C01%7Csusie.ember%40umusic.com%7C8106a90e73f24ff81f5708d91ebd5f40%7Cbbcb6b2f8c7c4e2486e46c36fed00b78%7C1%7C0%7C637574620959709390%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=3dBR31cZkRpRqKnJ6wqMiSSZ3HwuCmA1gZmjtLarZik%3D&reserved=0)***//***[***YOUTUBE***](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fplayerapi.plaympe.com%2Fclick%2FeyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJ1cmwiOiJodHRwczovL3d3dy55b3V0dWJlLmNvbS9jaGFubmVsL1VDOVM5dDlxQTNoZjBEcXZPZDNZZEhxUSIsInJlY2lwaWVudGlkIjoxMzE2NjgsInJlbGVhc2VpZCI6IjEzNTA2NTMifQ.5R8inGFDm-fPMwwPX-4YTyLH732bOAJHhtgsHT7jEII&data=04%7C01%7Csusie.ember%40umusic.com%7C8106a90e73f24ff81f5708d91ebd5f40%7Cbbcb6b2f8c7c4e2486e46c36fed00b78%7C1%7C0%7C637574620959709390%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=POvkeXxrKL6bRW%2FPedD%2BMOobS%2Bx2lvJEbF4jMkXjp3Y%3D&reserved=0)

**For more information please contact** [**jenny@chuffmedia.com**](mailto:jenny@chuffmedia.com)