

DL DOWN3R



Press Kit January 2024



Biography

DL Down3r, born James Williams, is a Californian west coast rapper who left 10 years of prison behind him, and went on to record his global viral hit “Suga Boom Boom”, becoming the social star known as “Mr Suga Boom Boom”.

His music is filled with passion, heart and soul. Since becoming a free man, Down3r has changed his life and the lives of many others. With the release of his hot viral hit “Suga Boom Boom” on Blue Pie Records USA, life has never been better. Through fierce and funky west coast rap, Down3r shares his prolific work with the rest of the world and the stage with west coast rap legends such as Coolio, Brown Boy, Jay Tablet, Lil Young, Baby Bash, Steel City Hustlers, King Z and DJ Kane to name a few. From powerful messages, lyrical poetry and sharp comments on society, to G-funk and Trap/EDM turn-up songs, he proves that age and experience is the opposite of a liability in today’s rap game.

DL Down3r delivers a wide catalogue of Hip Hop’s best sub-genres, and puts you through almost every emotion possible. After signing to Blue Pie Records and DJ Central Records in 2015, he made a name for himself in 2016 with his major hit “Suga Boom Boom”. The song became as influential as could be in today’s digital era, and put Down3r on the map of West Coast rap. From a young age, DL hasn’t had the easiest life. Growing up in some of the toughest neighborhoods in Los Angeles and being locked up in federal prison for 10 years, Down3r has walked down roads that many people never travel, and in some cases would never want to.

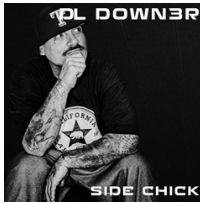
Thanks to his passion for music, Down3r focused on his artistic career and put blood, sweat and tears into a body of work that would eventually put his old life behind him, start a new chapter and spread a message to inspire people.

With support slots with major Hip Hop and Urban acts completed, and over 350 shows under his belt since 2015, the momentum is not slowing down. Down3r’s supernova star just keeps getting brighter and brighter, and with tens of thousands of fans and growing, his supportive community are restless in their pursuit of making his work known! There is no need for hype and spin, or slick marketing statements, as the social media stats speak for themselves. If there is such a comment that can describe the impact that Down3r has had, it could only be that since releasing Suga Boom Boom, “he broke the internet“. With over 170,000,000 YouTube plays and counting, over 14 million plays on Spotify, over 20 million plays on Apple Radio, constant downloads on all major retailers, and a touring schedule that does not stop, this is not the first or last time you will be hearing “Suga Boom Boom”, or any of Down3r’s other stories of life through his music. James Williams aka Downer is a Blue Pie Records USA artist, and his work is available at all leading digital streaming retailers and download stores on the planet! Just search “DL Down3r Suga Boom Boom”! DL Down3r is published for the world by Blue Pie Publishing USA (ASCAP)

Official links



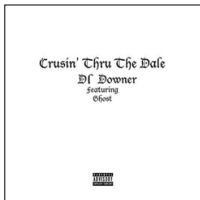
Discography



Album Name : Side Chick - EP
Genres : Rap
Released Date : 2016
Label : DJ Central Records



Album Name : When We Ride (feat. Pedro Blaze) - Single
Genres : Rap
Released Date : 2016
Label : DJ Central Records



Album Name : Crusin' thru the Dale (feat. Ghost) - Single
Genres : Rap
Released Date : 2016
Label : DJ Central Records



Album Name : Down3r - Album
Genres : Hip-Hop/Rap
Released Date : 2016
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Stuck in My Ways (DL Down3r feat. Jay Tablet & Zyme) - Single
Genres : Hip-Hop/Rap
Released Date : 2017
Label : Sumeet Khanna



Album Name : Throw It Up (DL Down3r, LadyDice) - Single
Genres : Hip-Hop/Rap
Released Date : 2017
Label : Blue Pie Records USA



Album Name : What If (DL Down3r, LadyDice) - Bonus EP
Genres : Hip-Hop/Rap
Released Date : 2017
Label : Blue Pie Publishing USA

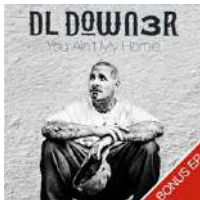
Discography



Album Name : No L's - Single
Genres : Hip-Hop/Rap
Released Date : 2018
Label : DJ Central Records



Album Name : High On You - Single
Genres : Hip-Hop/Rap
Released Date : 2018
Label : DJ Central Records



Album Name : You Ain't My Homie - Bonus EP
Genres : Hip-Hop/Rap
Released Date : 2018
Label : DJ Central Records



Album Name : What If (DL Down3r, LadyDice) - Single
Genres : Hip-Hop/Rap
Released Date : 2018
Label : Blue Pie Publishing USA



Album Name : Suga Boom Boom - Bonus EP
Genres : Hip-Hop/Rap
Released Date : 2018
Label : DJ Central Records



Album Name : The Original Suga Boom Boom Freestyle - Single
Genres : Hip-Hop/Rap
Released Date : 2018
Label : DJ Central Records



Album Name : Suga Boom Boom - Single
Genres : Hip-Hop/Rap
Released Date : 2018
Label : Blue Pie Records USA, Blue Pie Publishing USA

Discography



Album Name : 44 Years Of Pain - Album
Genres : Hip-Hop/Rap
Released Date : 2018
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Suga Boom Boom - Special Live EP
Genres : Hip-Hop/Rap
Released Date : 2018
Label : DJ Central Records, Blue Pie Publishing USA



Album Name : Wear Me Down - Single
Genres : Hip-Hop/Rap
Released Date : 2018
Label : DJ Central Records



Album Name : Side Chick - Album
Genres : Hip-Hop/Rap
Released Date : 2018
Label : Blue Pie Publishing USA



Album Name : Switch I'm the Shit (DL Down3r & LadyDice) - Single
Genres : Hip-Hop/Rap
Released Date : 2018
Label : DJ Central Records

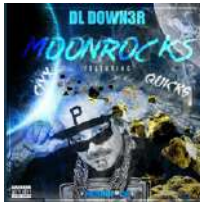


Album Name : Bring the West Back (DL Down3r ft. Bigg Cixx, June Bug & X-Raided)
Genres : Hip-Hop/Rap
Released Date : 2019
Label : Suga Boom Boom ent



Album Name : Suga Boom Boom - Special Bonus Live Album
Genres : Hip-Hop/Rap
Released Date : 2019
Label : Blue Pie Records USA, Blue Pie Publishing USA

Discography



Album Name : MoonRocks (DL Down3r, Bigg Cixx, Young Quicks) - Single
Genres : Hip-Hop/Rap
Released Date : 2019
Label : Suga Boom Boom ent



Album Name : Close Ones - Single
Genres : Hip-Hop/Rap
Released Date : 2019
Label : Suga Boom Boom ent



Album Name : Suga Boom Boom (DL Down3r, LadyDice) - Single
Genres : Rap
Released Date : 2020
Label : DJ Central Records



Album Name : Hear Me Now? (DL Down3r ft. Uno Tha Prodigy & Jay Tablet) - Single
Genres : Hip-Hop/Rap
Released Date : 2020
Label : Blue Pie Publishing USA



Album Name : Suga Boom Boom - The Remixes
Genres : Hip-Hop/Rap
Released Date : 2020
Label : Blue Pie Records USA

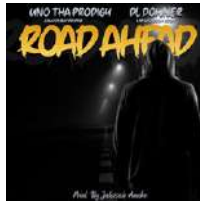


Album Name : Side Chick, Vol. 2 - Album
Genres : Hip-Hop/Rap
Released Date : 2020
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Suga Boom Boom (DL Down3r ft. Jack Parry, Lalezay) - The Remix
Genres : Dance
Released Date : 2021
Label : Blue Pie Records USA

Discography



Album Name : Road Ahead (DL Down3r ft. Uno Tha Prodigy) - Single
Genres : Hip-Hop/Rap
Released Date : 2021
Label : Blue Pie Publishing USA



Album Name : Lost My Way (DL Down3r ft. Uno Tha Prodigy) - Single
Genres : Hip-Hop/Rap
Released Date : 2021
Label : Blue Pie Records USA



Album Name : Eyez Real Low (DL Down3r ft. Jay Tablet & Snoopyblue) - Single
Genres : Hip-Hop/Rap
Released Date : 2021
Label : Blue Pie Records USA



Album Name : Do That - Single
Genres : Hip-Hop/Rap
Released Date : 2021
Label : Suga Boom Boom ent



Album Name : Save Me (DL Down3r, LadyDice) - Single
Genres : Hip-Hop/Rap
Released Date : 2021
Label : Blue Pie Records USA



Album Name : Clown - Single
Genres : Hip-Hop/Rap
Released Date : 2021
Label : Blue Pie Publishing USA



Album Name : Merry Christmas - Album
Genres : Seasonal/Hip-Hop/Rap
Released Date : 2021
Label : Blue Pie Records USA

Discography



Album Name : Undeclared (DL Down3r, Uno Tha Prodigy, Cordell Drake, Stone P) - Single
Genres : Hip-Hop/Rap
Released Date : 2022
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Coping Mechanism (DL Down3r, Lokust Luciano) - Album
Genres : Hip-Hop/Rap
Released Date : 2022
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : How The Grinch Stole Christmas (DL Down3r, Lokust Luciano) - EP
Genres : Seasonal/Hip-Hop/Rap
Released Date : 2022
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Lil' White Lies
Genres : Hip-Hop/Rap
Released Date : 2023
Label : GT Digital / Stooluminati



Album Name : Letter From Jail
Genres : Hip-Hop/Rap
Released Date : 2023
Label : GT Digital / Stooluminati



Album Name : Old Traditions
Genres : Hip-Hop/Rap
Released Date : 2024
Label : GT Digital / Stooluminati



Album Name : Room All White
Genres : Hip-Hop/Rap
Released Date : 2024
Label : GT Digital / Stooluminati

Discography



Album Name : The Man
Genres : Hip-Hop/Rap
Released Date : 2024
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Cheat Codes
Genres : Hip-Hop/Rap
Released Date : 2024
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Lighthouse
Genres : Hip-Hop/Rap
Released Date : 2024
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Nantucket
Genres : Hip-Hop/Rap
Released Date : 2024
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : The Rain
Genres : Hip-Hop/Rap
Released Date : 2024
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : Tick-Tock
Genres : Hip-Hop/Rap
Released Date : 2024
Label : Blue Pie Records USA, Blue Pie Publishing USA



Album Name : On My Own
Genres : Hip-Hop/Rap
Released Date : 2024
Label : Blue Pie Records USA, Blue Pie Publishing USA

Discography



Album Name : Down3r
Genres : Hip-Hop/Rap
Released Date : 2024
Label : Blue Pie Records USA, Blue Pie Publishing USA



Tours & Live Shows

Date	Event
08-19-23	The Second Annual Local Motion Car Show 2023
08-05-23	The Psycho Realm with Conejo and Mr. Suga Boom Boom
07-29-23	The Psycho Realm with Conejo and Mr. Suga Boom Boom
07-15-23	The Psycho Realm with Conejo and Mr. Suga Boom Boom
06-24-23	Kern County Showdown
12-02-22	Jingle Jam 9
09-04-22	4th Annual Pig Out In The Park
08-26-22	Big Shotz Bar & Grill
05-28-22	The Nationals
05-07-22	Latin Bash
05-20-22	Whiskey on Western
06-04-22	1st Annual Local Motion Car Show 2022
04-02-22	Dirt Track Racing Action
03-25-22	DL Down3r's After Party
03-05-22	Arena Wars Fighting Series
10-08-21	2021 Budweiser Nationals
08-28-21	Mike Moshier Classic: Topless 50
08-20-21	Sound of Dreams
05-20-20	Hush Night Club
12-14-19	6th Annual Jingle Jam
12-06-19	Mr. & Mrs. All Pro's Bday Party & DL Down3r
10-05-19	Best in the West Michelada Fest 2
09-15-19	DL Down3r Mr. Suga Boom Boom Live @ Nani Addiction
08-07-19	X-Raided & DI Down3r Live at Fuego
07-13-19	710 Camp Sesh (Down3r on main stage)
07-05-19	DL Down3r Live in Charleston, West Virginia
06-02-19	DL DOWN3R live at Midnight Riders
06-01-19	DL Down3r "44 Years Of Pain Tour"
05-31-19	DL Down3r "44 Years Of Pain Tour"
05-30-19	DL Down3r "44 Years Of Pain Tour"
05-29-19	DL Downer aka Mr. Suga Boom Boom – Live In Rock Springs
05-28-19	DL Downer aka Mr. Suga Boom Boom – Live In Laramie
05-26-19	DL Downer aka Mr. Suga Boom Boom – Live In Helena
02-26-19	DL Down3r Suga Boom Boom / ZYME / TAB Performing Live (All Ages)
02-25-19	DL Down3r Mr. Suga Boom Boom Live In Olyimpia
02-24-19	DL Down3r MR Suga Boom Boom Performing Live 21+
02-23-19	DL Down3r MR Suga Boom Boom Performing Live 21+
02-22-19	DL Down3r MR Suga Boom Boom Performing Live 21+
02-20-19	DL Down3r MR Suga Boom Boom Performing Live 21+
01-19-19	DL Downer aka Mr. Suga Boom Boom in Idaho Falls at The Gem

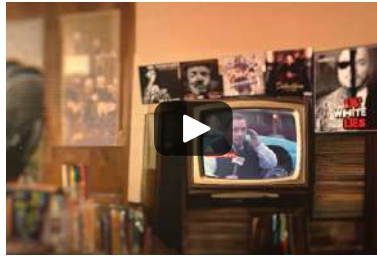
Tours & Live Shows

Date	Event
12-08-18	Winter Smoke Fest
07-28-18	LadyDice and Down3r Show
07-14-18	High On You music video shoot mansion party
06-10-18	LadyDice DL Down3r headliners
05-24-18	Amanda Perez's Birthday ft DL Down3r and LadyDice
04-20-18	Columbus Ohio (Ladydice & Mr. "Suga Boom Boom" I Don't Know Tour)
04-13-18	Oregon (Ladydice & Mr. "Suga Boom Boom" I Don't Know Tour)
04-07-18	Arizona (Ladydice & Mr. "Suga Boom Boom" I Don't Know Tour)
03-31-18	Lady Dice & DL Dow3r "I Dont Know Tour"
03-30-18	Minnesota (Ladydice & Mr. "Suga Boom Boom" I Don't Know Tour)
03-10-18	Ladydice & Mr. "Suga Boom Boom" I Don't Know Tour!!! Idaho Falls
03-09-18	Ladydice & Mr. "Suga Boom Boom" I Don't Know Tour!!! Idaho Falls
02-24-18	Las Vegas, Nevada (Ladydice & Mr. "Suga Boom Boom" I Don't Know Tour)
02-23-18	Ladydice & Mr. "Suga Boom Boom" I Don't Know Tour!!! Bakersfeild Ca!!
02-13-18	Albuquerque New Mexico
01-10-18	LadyDice & DL Down3r (Mr. Suga Boom Boom) LIVE in SLC
11-19-17	46th Annual Tejano Super Show
07-28-17	Idaho Falls (w LadyDice)
06-10-17	Salt Lake City (w LadyDice)
12-16-16	Denver Colorado (Suga Boom Boom Tour w LadyDice)
10-31-16	Halloween Bash (Suga Boom Boom Tour w LadyDice)
09-10-16	Bend, Oregon (Suga Boom Boom Tour w LadyDice)
05-20-16	Lewisville Texas (Suga Boom Boom Tour w LadyDice)
05-14-16	Albuquerque, New Mexico (Suga Boom Boom Tour w LadyDice)
05-13-16	Espanola, New Mexico (Suga Boom Boom Tour w LadyDice)
05-06-16	Hemet California (Suga Boom Boom Tour w LadyDice)
05-03-16	Riverside, CA (Suga Boom Boom Tour w LadyDice)
04-30-16	Corona, CA. (Suga Boom Boom Tour w LadyDice)
04-24-16	Bend Oregon
04-16-16	Idaho Falls (Suga Boom Boom Tour w LadyDice)
01-13-16	Albuquerque New Mexico 2018
10-03-15	Las Cruces New Mexico
10-02-15	Albuquerque, New Mexico
10-02-15	Albuquerque, New Mexico
10-01-15	Roswell New Mexico
09-12-15	Bakersfield CA
09-03-15	Albuquerque, New Mexico
08-30-15	Bernalillo New Mexico
08-16-15	Phoenix Arizona
08-14-15	Dirty Diablo, Meza Arizona
02-28-15	M15 Concert Hall (Opening for COOLIO)

Videos



DL Down3r & Lokust Luciano "Coping Mechanisms" (official music video)



DL Down3r - Lil' White Lies (Official Music Video)



DL Down3r - "UNDEFEATED" FEAT. Cordell drake - Uno Tha Prodigy & Stone P



DL Down3r - Clown



DL Down3r ft. Featuring Spez Loaks & Big Cixx - No L's



DL Down3r - Wear Me Down (Behind The Scenes)



DL Down3r ft. Jay Tablet & Zyme - Stuck In My Ways



DL Down3r - River (Remix)



DL Down3r ft. LadyDice - Suga Boom Boom



DL Down3r & LadyDice - Throw It Up



DL Down3r ft. Ghost - Crusin' Thru The Dale



DL Down3r & LadyDice - What If

To view all videos, please refer to the following link: www.youtube.com/@DLDown3r

Streaming and Downloads

Here are the certified streaming and downloads and general numbers as of January 2023.



+200M

Views



60M

Streams



1.9M

Likes

+500K

Followers

352.5K

Followers



4800

Followers



300K

Followers

All media plays and social media statistics have been certified by Blue Pie Records USA
www.bluepierecords.com and Ordior www.ordior.com.

For any and all media enquiries please contact Blue Pie Records via email in the first instance
at support@bluepie.com.au.

Comp Cards



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