

**DOWN3R aka DL DOWN3R  
aka MR JAMES WILLIAMS  
PRESSKIT August 2018**



# DOWN3R

## Biography

DL Down3r, born James Williams, is a Californian west coast rapper who got out of jail in 2010. Down3r has always been passionate about music and has thus developed his rapping and song writing skills for the past 20 years. In 2015, he dropped a global viral hit "Suga Boom Boom" and became the social media star known as "Mr Suga Boom Boom". In less than 30 days this song landed 20M plays on Facebook and then crossed over to YouTube where it has not stopped.

Through fierce and funky west coast rap, Down3r shares his prolific work with the rest of the world, as well as sharing 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. Down3r delivers a wide catalog of Hip Hop's best sub-genres that puts you through nearly every emotion possible.

Down3r broke into the music industry in 2016 with his major hit "Suga Boom Boom", which became as influential as could be in today's digital era. The song has well and truly put Down3r on the map of west coast rap.

From a young age Down3r has struggled with adversity, from growing up in some of the toughest neighborhoods in Los Angeles to being locked up in federal prison for 10 years. Thanks to his passion for music, Down3r focused on his artistic career, putting his blood, sweat and tears into a body of work that would eventually enable him to leave his old life behind him, start a new chapter and spread a message that inspires people.

### As Down3r Says:

"Suga Boom Boom is a song about part of my life and it's real, the emotion is there in my voice and I felt every word I said and I think that is what all my fans and people who love to sing connect to. The song has allowed me to record more of my music and now the world is calling for me, so I am making it my life's mission to deliver. I am ready to take my music to the world and make a positive impact on everyone who comes into contact with it."



With support slots with major Hip Hop and Urban acts completed and over 150 shows under his belt in the past 24 months, the momentum is not slowing down. Downer's super nova star just keeps getting brighter and brighter.

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 and replaced in with Down3r.net. He has over 45M plays on social media and the stats keep growing. His radio fans never stop calling the stations with over 100,000 fans leaving comments on various Internet, community, digital and terrestrial radio platforms over the past 18 months.

James Williams aka Downer is a DJ Central Records and Blue Pie Records USA artist. Down3r has an EP and several singles out now at all leading digital retailers on the planet. Just search "**Downer | Down3r suga boom boom**" in GOOGLE.

## Official Sites:

- [www.down3r.com](http://www.down3r.com)
- [www.sugaboombloom.com](http://www.sugaboombloom.com)



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# Discography

DOWN3R



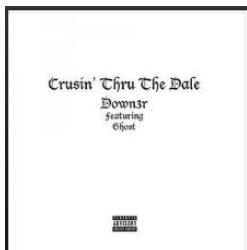
**Album Name** : Suga Boom Boom (feat. James Williams) - EP  
**Genres** : Hip-Hop/Rap, Music  
**Released** : Jul 15, 2015  
**Date Label** : DJ Central Records



**Album Name** : Suga Boom Boom - Bonus EP  
**Genres** : Hip-Hop/Rap, Music  
**Released** : 2017  
**Date Label** : DJ Central Records



**Album Name** : When We Ride - EP  
**Genres** : Hip-Hop/Rap, Music  
**Released** : Nov 10, 2015  
**Date Label** : Iron Man Records



**Album Name** : Crusin' thru the Dale - EP  
**Genres** : Hip-Hop/Rap, Music  
**Released** : 2016  
**Date Label** : DJ Central Records



**Album Name** : Down3r  
**Genres** : Hip-Hop/Rap, Music  
**Released** : 2016  
**Date Label** : DJ Central Records



[www.down3r.com](http://www.down3r.com)



**Album Name** : **You Ain't My Homie - EP**  
**Genres** : Hip-Hop/Rap, Music  
**Released Date** : 2016  
**Label** : DJ Central Records



**Album Name** : **Throw It Up (feat. DL Down3r) - EP**  
**Genres** : Hip-Hop/Rap, Music  
**Released Date** : 2017  
**Label** : DJ Central Records



**Album Name** : **Switch (I'm the Shit) - EP**  
**Genres** : Hip-Hop/Rap, Music  
**Released Date** : 2017  
**Label** : DJ Central Records



**Album Name** : **What It (feat. DL Down3r) - EP**  
**Genres** : Hip-Hop/Rap, Music  
**Released** : 2017  
**Date Label** : DJ Central Records



**Album Name** : **Stuck In My Ways - EP**  
**Genres** : Hip-Hop/Rap, Music  
**Released Date** : 2017  
**Label** : Sumeet Khanna



**Album Name** : **Side Chick**  
**Genres** : Hip-Hop/Rap, Music  
**Released Date** : 2018  
**Label** : DJ Central Records



# Featured On



# Videos



## "River" Remix

- DL Down3r

[https://www.youtube.com/watch?v=8Dtl\\_eyePqk](https://www.youtube.com/watch?v=8Dtl_eyePqk)



## "Lean Back" Remix

- DL Down3r

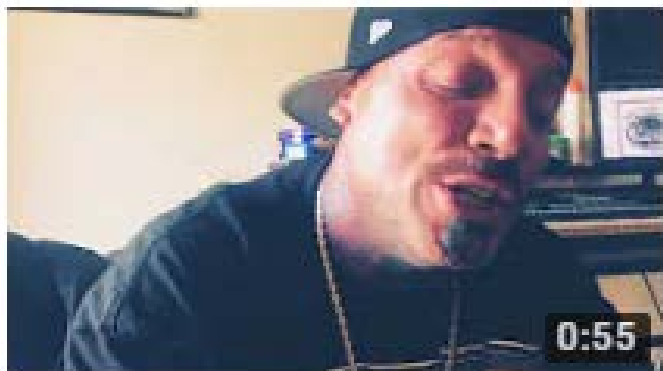
<https://www.youtube.com/watch?v=2o70HlbTiFc>



## "Stuck In My Ways"

- DL Down3r featuring Jay Tablet and Zyme

<https://www.youtube.com/watch?v=3MFL1cbnVoA>



## "Lost Days" (Spoken word accapella)

- DL Down3r

<https://www.youtube.com/watch?v=o0j-atk2Kac>



# Videos



## "Throw It Up"

- DL Down3r & LadyDice

<https://www.youtube.com/watch?v=Vm2w7h5D2UU>



## "What If"

- DL Down3r & LadyDice

<https://www.youtube.com/watch?v=925v6I9yvOI>



## "What If Feature 2017" (Part 1)

- DL Down3r & LadyDice

<https://www.youtube.com/watch?v=UbOHGX1qck4>



## "What If Feature 2017" (Part 2)

- DL Down3r & LadyDice

<https://www.youtube.com/watch?v=IMMW5JsQKJU>



# Live Shows | Gigs

## 2018

- **April 20 2018** - Club Voodoos, 1570 South High Street Columbus, Ohio 43207
- **April 13 2018** - Domino Room, 51 Northwest Greenwood Avenue, Bend, Oregon 97701
- **April 7 2018** - Caliente Night Club, 4319 N 27th Ave, Phoenix, Arizona 85019
- **March 31 2018** - Aftershock Live Music Venue, 5240 Merriam Dr. Merriam, Kansas 66203
- **March 30 2018** - Diamante Night Club, Willmar, Minneapolis, Minnesota
- **March 10 2018** - Boomtown American Saloon, S516 Main St, Lewiston, Idaho 83501
- **March 9 2018** - New Fireside, 1108 North Highway 71 Srv Rd, Willmar, MN 56201
- **February 24 2018** - The Reggae Club, Las Vegas, Nevada
- **February 23 2018** - Jerry's Pizza & Pub, 1817 Chester Ave, NW, Bakersfield, California 93301
- **January 13 2018** - Burt's Tiki Lounge, 515 Central Ave, NW, Albuquerque, New Mexico

## 2017

- **July 28 2017** - The Gem, 216 1st Street, Idaho Falls, ID
- **June 10 2017** - Club X SLC, 445 S 400 W. Salt Lake City, Utah 84101

## 2016

- **December 16 2016** - Lincoln Union Station Bar & Grill, 776 Lincoln Street, Denver, Colorado 80203
- **October 31 2016** - The Falls Venue, Idaho Falls, Idaho
- **September 10 2016** - The Domino Room, 51 Northwest Greenwood Avenue, Bend, Oregon 97701
- **May 20 2016** - Hat Tricks, 101 E Corporate Dr #300, Lewisville, Texas 75067
- **May 14 2016** - Leo's Bar and Grill, 1119 Candelaria Road NW, Albuquerque, New Mexico
- **May 13 2016** - Club Lumina, 1187 State Road 68 Espanola, New Mexico 87537
- **May 6 2016** - Banana Leaf, 263 N Sanderson Ave, Hemet, CA 92545
- **May 3 2016** - 1805 University Ave, Riverside CA 92507
- **April 30 2016** - M15 Concert Hall, 9022 Pulsar Ct Corona, CA
- **April 24 2016** - Renegade Roller Derby, Bend Oregon
- **April 16 2016** - The Falls Venue, Idaho Falls, ID
- **March 14 2016** - Angel Baby Radio Show
- **January 13 2016** - Burt's Tiki Lounge, 515 Central Ave, NW, Albuquerque, New Mexico 87102



# Live Shows | Gigs

- **October 3 2015** - Hurricane Alley, 1490 Missouri Ave, Ste A, Las Cruces New Mexico.
- **October 2 2015** - Leo's Night Club, 1119 Candelaria Road NW, Albuquerque, New Mexico.
- **October 2 2015** - The Jam Spot, 239 San Pedro, Dr NE, ALBQ, New Mexico.
- **October 1 2018** - EPIQ Night Club, 3905 SE Main St, Roswell New Mexico.
- **September 12 2015** - Jerry's Pizza, 1817 Chester Ave, Bakersfield CA.
- **September 3 2015** - Leo's Night Club, 1119 Candelaria Road NW, Albuquerque, New Mexico.
- **August 30 2015** - The 505 Vapor Room, 1115 S Camino del Pueblo, Ste A, Bernalillo New Mexico.
- **August 16 2015** - The Spot Car Show, Phoenix Arizona.
- **August 14 2015** - Dirty Diablo, 1241 E Broadway Rd, Ste 17, Meza Arizona.
- **February 28 2015** - M15 Concert Hall, 9022 Pulsar Ct Corona, CA



# Media



Down3r  
<http://down3r.com/>  
[www.facebook.com/DIDownerandLadyDice](http://www.facebook.com/DIDownerandLadyDice)  
[@jwdown3r](https://twitter.com/jwdown3r)



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# Social Network

Since Down3r's stardom went supernova so has his social media stats and general numbers. Here are the CERTIFIED stats as of August 2018



All media plays and social media statistics have been certified by Blue Pie Records USA  
[www.bluepierecords.com](http://www.bluepierecords.com) and ORDIOR [www.ordior.com](http://www.ordior.com)

For any and all media enquiries please contact Blue Pie Records via email in the 1st instance at:  
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