

FOR IMMEDIATE RELEASE:

## King Youngblood “Opaque (acoustic)” video premieres at *American Songwriter*

Showcases the vulnerability and intimacy of a young songwriter.

*“King Youngblood gives voice to marginalized with “Opaque”.*  
– King5 News



SEATTLE, WA – King Youngblood is very pleased to announce that the video for single “Opaque (acoustic)” has premiered at *American Songwriter*. New album *God I Am Exhausted* scheduled for release in early 2021. Explore the video via:

<https://americansongwriter.com/opaque-king-youngblood-song-interview/>

Covid-19’s pandemic has locked us all in our houses, our rooms and in the case of 21-year-old Cameron Lavi-Jones, founder and leader of alt rock band King Youngblood, his home recording studio. Armed with a Breedlove acoustic guitar, a never-ending supply of pistachios and the complete support of his blood brother bandmates cellist Cory Cavazos and bassist Hamoon Milaninia, Lavi-Jones delivers the most vulnerable vocal/guitar delivery of his life with the acoustic version of “Opaque”.

Opaque has had an interesting life; first in full electric glory, and now with this exquisitely intimate, black and white visual that truly showcases Lavi-Jones powerful lyricism and deft touch with melody. The acoustic version of “Opaque” highlights the fact that Lavi-Jones is, in his own right, a songwriter first and foremost.

“Before Covid, we had been performing the acoustic version of Opaque at unplugged shows like <https://www.sofarsounds.com/> for over a year and we all felt the power with the audience of its message supporting marginalized black and brown people in our country” explains Lavi-Jones. “When we put out the full electric version, it was really well received right smack in the middle of all the protests going on to address police brutality and systemic racism. We knew we needed to explore the song further and get to the heart of the lyric and melody. This experience making the “Opaque” acoustic video was just so gratifying as a songwriter.”

Not since Rage Against the Machine, have we seen young rockers of color put out music with such powerful social-justice focus. Lavi-Jones explains, “black, and frankly all marginalized people, want to be seen for the right reasons; not tokenized but instead, heard and seen thoroughly.” Lavi-Jones is the first to say he wishes this song was not so relevant today. King Youngblood’s music reflects an America on fire; an America that will continue to burn until justice is served. “The lives of people of color must be valued and must be seen. Our deaths have meaning. Say our names. This is what Opaque is about,” affirms Lavi-Jones.

Lavi-Jones is also a second-generation black activist whose father Maurice Jones Jr. was a member of the Black Panther Party and is the Program Manager at the community radio station, KVRU FM servicing South Seattle (the city’s most diverse district).

**King Youngblood is powered by producer Adam Kasper who proclaims, "I believe Cameron Lavi-Jones is further along than Dave Grohl was when he launched the Foo Fighters. I was**

there in the studio at the time. To me, Cameron and Dave have a similar appeal, particularly as live performers and the ability to scale up or down a great song. Lavi-Jones is a sheer powerful force both as a public speaker and a true alt rock artist.”

***FOR MORE INFORMATION, VISIT:***

<https://www.kingyoungblood.com/>

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