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Veeze Partners With Warner Records for New Label Navy Wavy

Last June, the burgeoning Detroit star topped the Heatseekers Albums chart with his latest offering *Ganger*.

BY CARL LAMARRE



Veeze Shot By Mel



fter netting his first No. 1 on the **Heatseekers Album** and **Independent Albums** charts last June with his acclaimed album *Ganger*, burgeoning Detroit star Veeze is partnering with Warner Records. The partnership also allows Veeze to launch his new label, Navy Wavy.

“What Veeze and Snake have built independently is nothing short of spectacular,” says Warner Records CEO and co-chairman **Aaron-Bay Schuck**. “Veeze is joining the Warner family with commercial success, real fandom, and incredible momentum, and we look forward to now adding our own expertise to make Veeze one of the most important artists in music. The relationship between Gee Roberson and Jean Nelson of Blueprint – who were instrumental in bringing Veeze into Warner – Snake, and myself goes back over 20 years, so it’s a real full circle moment for us all to now be back in business together. Tom Corson and I are over the moon that Veeze decided to join the Warner family. Now if only he will give us some golf tips.”

According to Veeze, he ultimately decided to forge a partnership with the label after a game of golf with Schuck and Warner Records COO and co-chairman **Tom Corson**. “Going golfing with Aaron Bay-Schuck and Tom Corson really persuaded me to do the partnership. Those guys are first-class gentlemen and I can see myself learning a lot from them,” he says.

Veeze’s manager, Terrance “Snake” Hawkins, is adamant that Veeze’s decision to jump ship and partner with a major label will change his career for the better, adding: “Veeze is the definition of how being resilient, teachable, loyal, as well as remaining true to yourself, can ultimately change your life for the better. This partnership will open doors not only for Veeze to grow as an iconic artist, but also pave the way for his Navy Wavy imprint. We are very excited about our partnership with Warner Records. We appreciate the efforts of Aaron Bay-Schuck, Tom Corson, Gee Roberson, Jean Nelson, Karen Kwak, Steven “Steve-O” Carless, Miles Gersh, Uwonda Carter-Scott and Julian Petty in getting this done, and know that together we will change the wave of music, deal structures, and the art of collaborations.”

Next month, Veeze will kick off The Ganger Tour. Check out the dates below.