

## Jeremy Loops signs global deal with Universal Music

Singer, songwriter and producer Jeremy Loops signs a global deal with Universal Music, releases a new single and announces a song collaboration with Ed Sheeran.

Jeremy Loops shares the first track under his new licensing deal with Universal Music Group South Africa, as part of a unique global partnership with Decca Records in the United Kingdom and Polydor in Germany. The self-produced single, entitled [Mortal Man](#), is out now.

Partly inspired by a friend who struggles with addiction, *Mortal Man* strips Jeremy down to acoustic guitar and signature loop pedal.

'I'm excited to partner with Universal Music in South Africa. We've struck a deal where I retain ownership and ultimate control, but they bring in their years of experience, resources, and incredible team to help me take my music further. It's the dream situation for an independent spirit like me where a major label joins a team and shares our vision.'



Jeremy Loops chats new tour, Sama wins and self-awareness

Ruth Cooper 26 Jun 2019



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Jeremy has spent the last six years touring his high-energy live shows, earning him a global army of dedicated fans.

He also recently worked on a song collaboration with English singer, songwriter Ed Sheeran.

“He said I was a better loop artist than he is. Very kind, but not true!” laughs Jeremy. “He suggested we write together. I thought he was joking, but six months later I was in his studio on his Sussex estate and we wrote two absolute bangers, at least one of which will be on the album.”



He has also been co-producing new songs remotely with Simone Felice (The Lumineers, Bat For Lashes) and Cam Blackwood (Bastille, George Ezra), readying the release of stunning new single *Mortal Man* and streaming acoustic gigs for his global army of fans.

The long-time activist recently founded [The Big Food Drive](#), a crowd-funded campaign to send food to some of the poorest communities in South Africa during the coronavirus crisis. Within a week of it launching in late April, it had raised nearly 10 times the R50,000 target his team had set and was sending out the first of 100 trucks full of food.



Jeremy Loops's Big Food Drive aims to serve 70,000 meals to poverty-stricken South Africans

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