

King Reign Celebrates Love In The Animated Video For Santa Romeo

[youtube id="MlYe0aDp4zg"] King Reign passed last year unexpectedly after having a heart attack. The Toronto rapper had been a mainstay of his city's rap scene for years as a member of the group Brassmunk and then as a solo artist. "Santa Romeo" is his first posthumous single and the animated video is a funny look at the antics of a ladies man. Darph Malone produced the jazzy horn-flavored song that has a casual flow to match its lighthearted humor. "Santa Romeo" is the beginning of new material from King Reign because he has more unreleased music that will come out this year.

King Reign-Happylaidback

[youtube id="wfX17BBrrR0"]

Toronto rapper King Reign enters the world of rappers who sing with his single, "Happylaidback." In the video he performs the song on a basic stage with a DJ and one onlooker. You can stream and purchase King Reign's *Sincere* album via [Bandcamp](#).

King Reign-Sincere (Album Stream)

[Sincere](#) is King Reign's debut album and it pays homage to the kind of storytelling associated with Slick Rick and Nas because of his instinctive wordplay. The Toronto rapper also did some of the production work on the album along with Rich Kidd, Pro Logic and Darp Malone. King Reign has worked with Pharoahe Monch and Drake in the past and for *Sincere* he has features from singers Leila Dey and Noel Gourdin.

King Reign-Killer

[youtube id="x82z9yxi6Cc"]

Toronto rapper King Reign examines the stereotypes about all Black males being sociopaths in his song "Killer." After making fun of Toronto's mayor Rob Ford, who became infamous last year after getting caught smoking crack, Reign points out that urban dwellers are also afraid of killers but have to live beside them. The rapper is preparing for the release of his *Sincere* album this summer.