

ST DA GAMBIAN DREAM



PRESS BOOK



# WHO IS ST

# ST

- Da Gambian Dream Brikama Boyo Sanna Singhateh- ST Da Gambian Dream or Brikama Boyo was Born Sanna Singhateh in Pipeline in the late 80s. Pipeline is a suburb within Serekunda West, The Gambia, West Africa. ST is the initials of his late grandfather whom he was named after.

Due to the nature of the profession of his parents, ST has a taste of village, town, or city life which gives him a great advantage over interpersonal relationships and knowing the length and breadth of the country.

As an ordinary young child, he grasps the feelings of Rap music from listening to legends like Tupac Shakur, BIG, Nas as influenced by one of his elder brothers.

He started recording his first lyrics during his junior years at Nusrat Senior Secondary School. But due to strict parental restrictions upon ST as a young teenager in high school, he has to pause and focus on his school work. During this period, he developed more skills by writing Lyrics for friends instead of rapping himself.





# MUSIC CAREER

Upon Completion from High school, Da Gambian Dream already has streams of records spinning on radio stations all over the Greater Banjul and Western Division areas. His motivation to keep up rapping is greatly influenced by a small scale of rap lovers all around the world, especially Gambians.

On the other hand, it was not a pleasant situation for the youngster before he will gain freedom to Rap or sing. In January of 2010, ST dropped his first local mixtape "GA ON FIRE" alongside P-MACK & BENJAMEN. The great benefit that the mix-tape brought to the young talent was for him to realise that he is THE GAMBIAN DREAM. Feedback and critiques were so impressive and perfectly put into consideration that the Brikama Boyo has developed a different mentality.

By May 2010, two follow up singles namely DARA DU DOI and ADIATA NTELEYE gave him a public approval as an AFROMANDING RAP STAR. August of 2010, he released his first Music video (ADIATA NYELEYE) which was played on GRTS, the country's only TV station then. Dara Du Doi video was later released late 2011 and did more than Adiata Nteleye Both on GRTS TV and YouTube.

Without elaborating on Hit Songs Like "Haftan" and "Briks Boy Swaggin", The Brikama Boyo had a breakthrough when NJUNKU Video was released Late 2012.

Relative to the Gambian community on social media, the video has gone viral both on Facebook and Twitter. He eventually received an award for the Video by an online Gambian music page, GMP Music Awards, as the most popular video on their page.

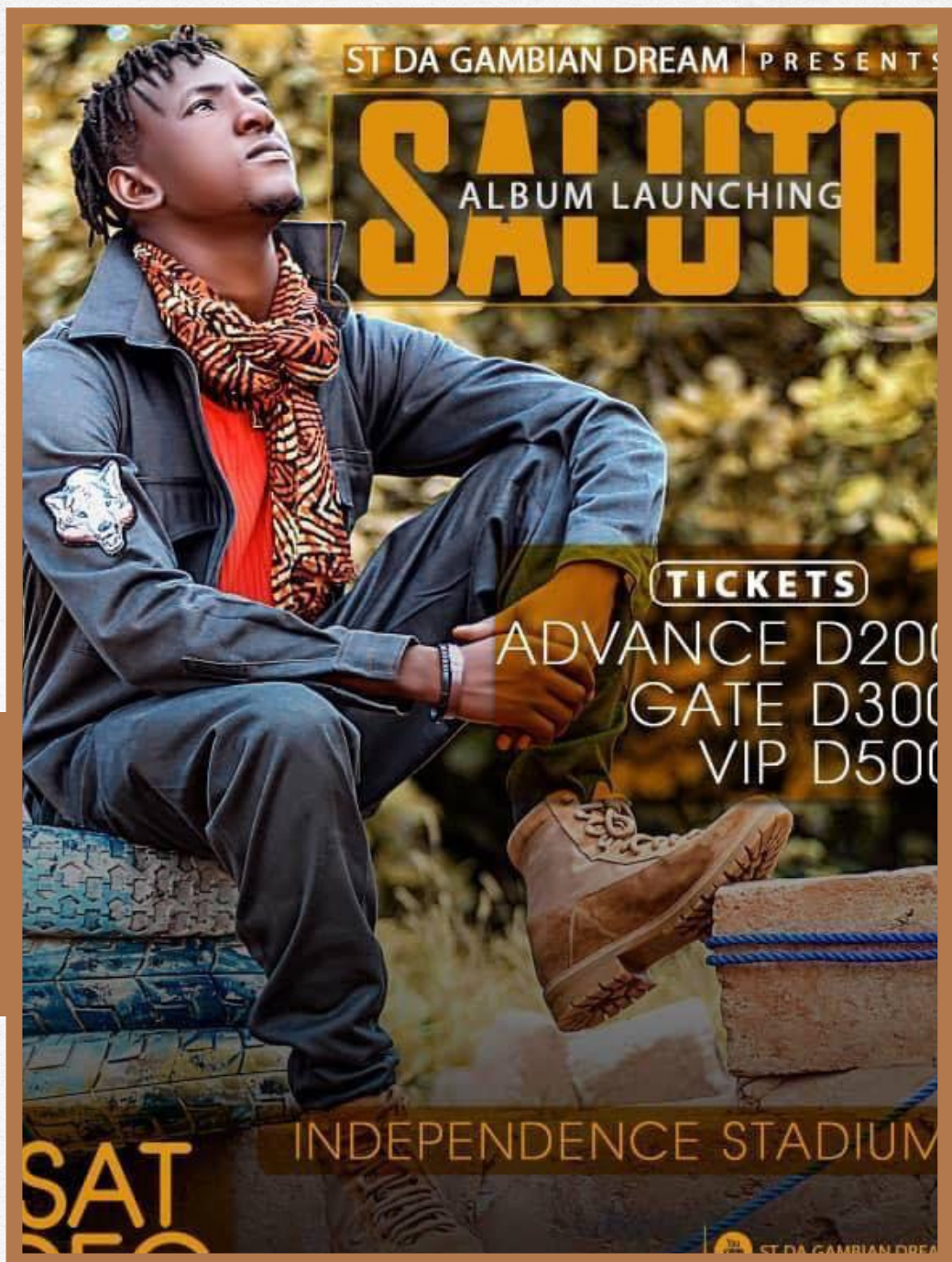
March 2013, ST's debut album DISTINCTION is ready for the fans. The album features other renowned Gambian artists like Benjamin, Manding Morry, Neneh Suso and Sambu Da Unstoppable. The Lead single "Musole" featuring Sambu was among the most played songs on Radio at the time.

The track Distinction featuring Benjamin was a promotional single as well but it gets less radio plays than Musole due to a controversy attached to a punchline by DJ's, promoters and some fans as well.

Regardless, the Distinction song promoted itself to a point that its lyrics are not new to any kid in The Gambia at Large. The Album did pretty well relative to Gambian music's sales history. It appears charming to see the youngsters Facebook page flooded with pictures of his album from fans all around the world. Regardless, the Brikama Boyo believes his Album could do more than it did sales wise.

At the annual Open Mic Music festival, December 2013, ST did a mind-blowing performance with no shirt on, freestyling "Aling Domo" and lacing it with Distinction lyrics and some new lines.

That was probably the most honourable moment of the youngster's career from onset to that time. With that performance being the talk of town in The Gambia, ST quickly recorded a banger titled ALING DOMO which was released early march of 2014. Aling Domo can undoubtedly be contested among the biggest music of the generation from young Gambian artists. The magnificent song was launched at Brikama Mini Stadium. At that time, this became one of ST'S most attended shows and among the Venue's most attended musical festivals as well.



Moreover, Aling Domo was well received in Casamance, a region of Senegal Located south of The Gambia. The Gambian dream is well known in that region now and has performed in different regions of that area already. The Single has fostered numerous bookings for the artist with a vast increase in his fan base ranging from all classes of age. He continues to make headlines with latest hits year in year out. Years in a row he performs as the biggest acts during the open mic festivals. In December, 2018, ST became the first Gambian artist to launch an album at the Independence Stadium where more than 20000 fans attended.

After a successful launching of the SALUTO Album, ST was appointed as a cultural ambassador by the President of the republic of the Gambia in 2019 through the Ministry of Tourism, Arts and Culture. He toured Europe the summer of 2019 and performed at SELAM festivals in Sweden where more than 15000 fans attended. He also performed across many cities in Germany and Italy that summer.

December 2019, ST launched his 8 track album Gambiana at the Independence Stadium in Bakau where more than 45000 tickets were sold for the event. ST won Artist of the 4 times in a row in The Gambia at the Wah Sah Halat music awards and continued to win the event of The year awards 4 times in row.

On 6th February, 2021 he launched another album called DinDing Mansa- Young King.



He became the first Gambian artist to launch an album every year in a row for 4 years. The DinDing Mansa album has collaborations with Grammy winner BAABA MAAL on a song dubbed “my people”. The album also has featurings with two Gambian ARTISTS Barhama, MISS JOBIZ and a Jamaican singer called Stylo G.

He became the first Gambian artist filling up stadiums in Senegal with his song cigarette hitting a million views in less than 5 months. He currently has 6 albums in his name with millions of views on YouTube. Distinction, WatoTijay, Saluto, Gambiana, Dinding Mansa, Sosolaso. He became a father in April 2020 when he was blessed with a son he named Demba. He made a song for him called JAATO meaning lion. He used a lion as a metaphor. In the song he explains how his son can be whatever he chooses to be in life so long he doesn't settle for less. The Song was viewed nearly 100000 times in 24 hours upon its release.

In 2019 ST launched a foundation in his name called ST foundation for community development.



ST ENVIRONMENT AWARD

His foundation supports various development needs in the country. He signed memorandum of understanding and partnership with various initiatives and institutions in The Gambia. Among them are The Gambia Community Library Initiative who he raise funds or to establish community libraries in The Gambia. He partnered with International projects like the EU funded youth empowerment initiative YEP to raise awareness across the country on the dangers of using the irregular means of entering Europe. As a goodwill ambassador and a homegrown success in the country, he uses his platforms to encourage young people to believe in themselves and work hard. His song Fuwareyaa from the Album Salutoo has been featured in the New Yorker and he signed a partnership with the New York Times ocean outlook project to make songs about human rights issues happening at our seas. The same song Fuwareyaa has been featured as the music soundtrack for the movie stolen fish by a Polish Filmmaker. The movie has premiered across many cities in Europe. In the ST sings about poverty. He mentioned in the song how excessive foreign fishermen notably the Chinese are denying locals of fish for daily consumption. The summer of 2021, his foundation launched a million tree initiative to mitigate the effects of climate change.



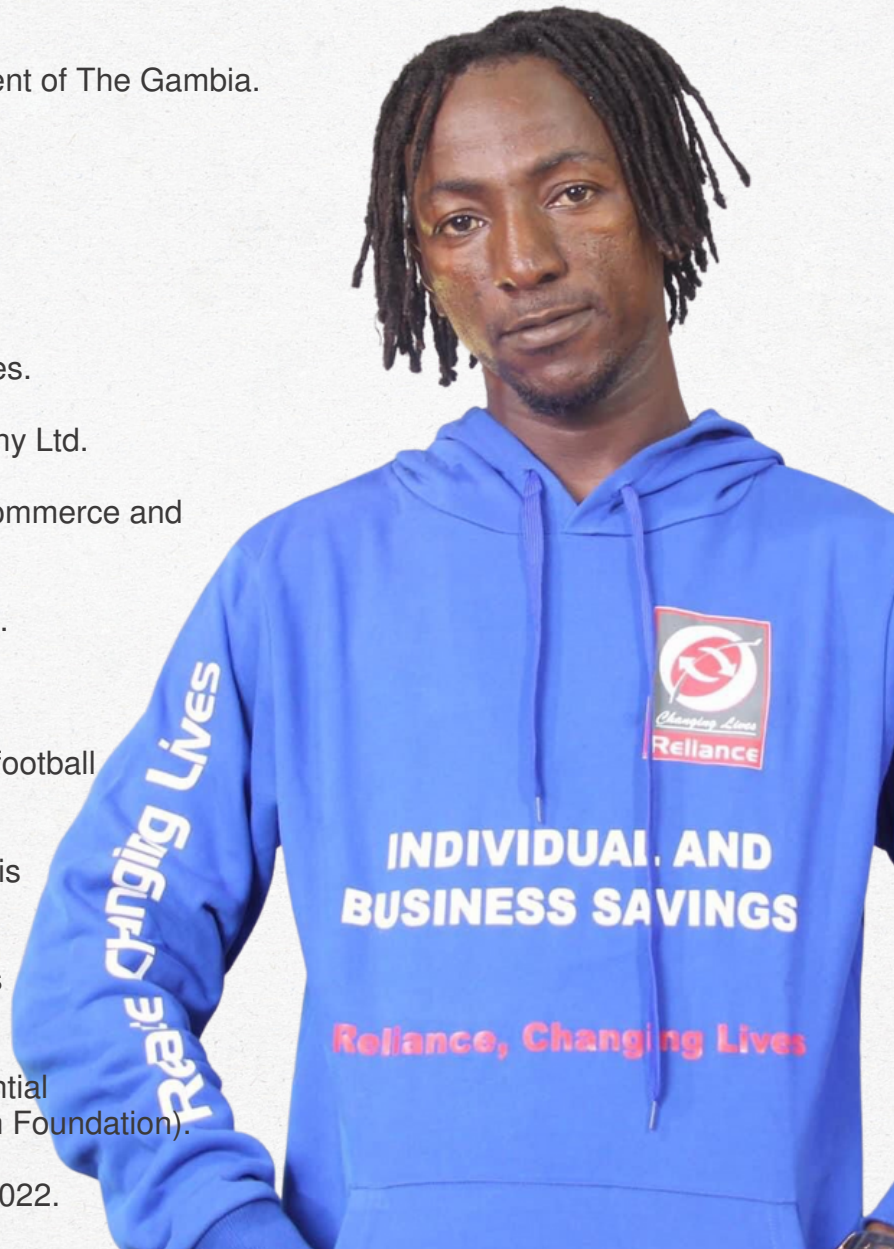
His foundation has engaged in a series of tree planting activities across the country and he also uses his platform to encourage his fans to plant trees in their various localities. Under the million trees initiative, he also launched the ST Environmental Prize. Annually, the prize will be given to the school with the most trees, best school garden or the cleanest school or community in the country. On his birthday in 2022, he launched Trees for Prosperity to complement efforts of his foundation's quest to plant 1 million trees in 5 years. In the summer of 2022 his foundation planted 20000 trees across communities in The Gambia.

He continues to set new records as the artist who always pulls the biggest crowd in the country. At his Sosolaso album launch, close to 50000 fans attended the show, setting a new attendance record at the independence stadium.



# ENDORSEMENTS

- Cultural ambassador appointed by the President of The Gambia.
- Brand Ambassador Gamcel cellular company.
- Brand Ambassador EcoBank.
- Brand Ambassador Africell GSM Company.
- Brand Ambassador Reliance Financial Services.
- Brand Ambassador Global Properters Company Ltd.
- Goodwill Ambassador Gambia Chamber of Commerce and Industry.
- Goodwill Ambassador Africa Youth Architects.
- Featured in the New Yorker.
- Featured in the BK West Documentary about football and youth development.
- The track Fuwareya from the SALUTO album is the soundtrack of a Polish non-profit organisation in an environmental documentary “stolen fish” highlighting environmental issues in the country.
- Named in the 2020 List of the 100 Most Influential Young People in Africa (The Pan African Youth Foundation).
- Headline Gambian Cultural Week in London 2022.



## Featured in the BBC multiple times

**BBC NEWS**

**BBC INTERVIEW TONIGHT!**  
TOPIC: DINDING MANSA ALBUM LATEST DEVELOPMENT

**BBC FOCUS ON AFRICA | 17:00GMT**

# INTERNATIONAL COLLABORATIONS

**BAABA MAAL- SÉNÉGAL**

**STONE BOY - GHANA**

**STYLO G- JAMAICA**

**NGAKA BLINDE - SÉNÉGAL**



# AWARDS

# ALBUMS



## AWARDS:

- Best Artist from The Gambia 2019 InterFace TV UK.
- Artist of the year 4 times in a row by Wah Sah Halat Awards.



DISTINCTION  
RELEASED: 2013

WATOTIJAY  
RELEASED: 2016

SALUTO  
RELEASED: 2018



GAMBIANA  
RELEASED: 2019

DINDING MANSA  
RELEASED: 2021



SOSOLASO  
RELEASED : 2022





# FOLLOWINGS-SUBSCRIPTION



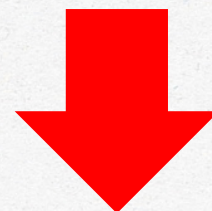
170000



186000



130000



24900000



THEME: "THE ROLE OF YOUNG PEOPLE IN THE MAINTENANCE OF PEACE AND SECURITY FOR SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY: CHALLENGES AND OPPORTUNITIES"

# DIMBA BAA CONCERT

February 11th for the first time ST organised a sold out event of 15000 at the Q City Sports Arena.



The event follows the release of his latest hit song, “Ay Wulay” with biting lyrics that addresses issues of double standards, corruption in the face of poor living standards and high cost of living. The concert was dedicated toward environmental awareness. A tree has been donated for every ticket sold for the concert.

The ST brand name is adored and respected by all and sundry through years of fidelity to the values of hard work, confidence and love for country.



# LINKS

- [https://fb.watch/jAWo\\_5bLHh/?mibextid=qC1gEa](https://fb.watch/jAWo_5bLHh/?mibextid=qC1gEa)
- [https://instagram.com/brikama\\_boyo?igshid=YmMyMTA2M2Y=](https://instagram.com/brikama_boyo?igshid=YmMyMTA2M2Y=)
- [https://twitter.com/brikama\\_boyo/status/1640027654123339776?s=46&t=5-JhX4fVB\\_-l7xqJYoP1ew](https://twitter.com/brikama_boyo/status/1640027654123339776?s=46&t=5-JhX4fVB_-l7xqJYoP1ew)
- [www.tiktok.com/@brikama\\_boyo1](http://www.tiktok.com/@brikama_boyo1)
- [https://m.facebook.com/story.php?story\\_fbid=pfbid0DFKSz8hJYu1R9BRXM7rBari5jcapVXHiB6EVsVTf6N7iRTURnnNnrkWfD7H2yzdxl&id=100044326185084&mibextid=qC1gEa](https://m.facebook.com/story.php?story_fbid=pfbid0DFKSz8hJYu1R9BRXM7rBari5jcapVXHiB6EVsVTf6N7iRTURnnNnrkWfD7H2yzdxl&id=100044326185084&mibextid=qC1gEa)



*ST with The President of The Republic of The Gambia His Excellency Adama Barrow*



*ST with The British High Commissioner after an audience*



*ST with US Embassy Official after a courtesy call*

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