

ELECTRONIC PRESS KIT

UN
CÉLÉ'
(Uncelbrated)



Wreck
Wreular



FAR FROM FINISHED

ATLANTA, GEORGIA





ARTIST

BIOGRAPHY

Wreck Wregular's story is shaped by three cities. Born in Kansas City, Missouri, raised in Shreveport, Louisiana, and now based in Atlanta, Georgia, he carries something from each: Midwestern roots, Southern resilience and the ambition of a city built on reinvention. Shreveport gave him the everyday language and perspective that ground his writing; Atlanta became the place where that foundation grew into an independent career.

He built through ownership and collaboration. Work with electronic producer Sterfry opened an EDM/hip-hop lane, including the 2024 release Songbird with Sunshine Scott and a performance at Atlanta's Believe Music Hall. His connection with MegaVolume1 includes Burning Up and Gripping Grain alongside Bawse Mike and AMC Dupri. Collaborations with Onlyonetwo, iEKNOWS, N.E.P.H.E.W. and Tre 'Illl show an artist who can move between scenes without losing his voice.

Beyond recording, Wreck has expanded into visual direction, live performance, brand partnerships and grassroots cultural marketing. Every lane supports the same goal: build an identity he owns and turn real relationships into lasting opportunity.

F3: Far From Finished is the next phase of that trajectory, bringing his catalog, visual language, apparel and independent strategy into one focused campaign. Its burning checkered flag rejects the idea of a finish line. By destroying that symbol, Wreck embraces continuation: the foundation is built, but the journey is still unfolding.

TRAJECTORY

ROOTS Kansas City origin / Shreveport foundation / Atlanta expansion

DIRECTION Independent ownership / Cross-genre collaboration / Visual world-building / F3

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FAR FROM FINISHED

A DELIBERATE REINTRODUCTION



THE CURRENT ERA

F3: Far From Finished is a deliberate reintroduction of ten selected records, not a new album. The campaign brings proven music and existing visuals into one focused statement: burn the checkered flag, destroy the finish line and embrace the continuation of Wreck Wregular's journey.

CROWN VIC

Primary entry point

FAKE SUPPORT

Momentum record

HOW IT FEEL

Deeper discovery

10 RECORDS

Curated campaign core

SELECTED

MEDIA



CROWN VIC

F3 Lead Selection



WIN

Official Music Video



HOW IT FEEL

Introspective Selection



FAKE SUPPORT

Official Music Video

BOOKING / PRESS / PARTNERSHIPS

wreckwregular@gmail.com

INSTAGRAM

YOUTUBE

FACEBOOK

X

SOUNDCLOUD

APPLE MUSIC

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