



ARTIST BIOGRAPHY

CHANGING LIVES,
DEFINING AN ERA





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Afro-Pop/ R&B singer, songwriter, and rapper, Zakrim “Manny Yack” Phiri graced this world on the 10th of May 1996. He was born in the place that birthed many famous award-winning artists, Ladysmith. This has seen Manny Yack aiming to walk in the same footsteps and have his name called among the best of the best in the music fraternity. The Afro-pop and R&B singer realized his love for music at an early age of ten and has nurtured it to this day. While kids his age played with toys, Manny Yack would freestyle and pen down lyrics.



A full-page photograph of Manny Yack in a shiny, reflective, metallic grey tracksuit and sunglasses, striking a dynamic pose against a light-colored wall. He is leaning forward with one hand on a decorative, white, laser-cut metal panel. The background is a plain, light-colored wall.

HIP HOP BACKGROUND

Though his passion for music began at an early age, he came to light back in 2013 after completing his matric when he released a freestyle titled For The Love of Music. The freestyle landed him a feature with great artists like Beast and Abdus, and that is when he knew that he wanted to make music his career. Since then he has proved to be a force to be reckoned with and has worked with artists like Nasty C, Beast and Tellaman.

Manny Yack has been featured in Hype Magazine, interviewed by radio stations like Gagasi FM and Ukhozi FM just to mention a few. He grew up being inspired by the likes of Ludacris and 50, today Black Coffee and Slikor are part of his top greats. Dedication and hard work saw Manny Yack being part of the Slikour On Life Incubator Class of 2017 alongside his now stablemate PA Fakaloice.

Finding His Niche

Manny Yack is a versatile artist who has experimented with many sounds while trying to find his niche and has finally found his identity in Afro-Pop and R&B. Having a Hip Hop background is his advantage when it comes to his lyrical ability and storytelling. His writing is inspired by life, emotions, thoughts, and aspirations.

What's Next?

Being signed to Ambitiouz Entertainment ranks right at the top for Manny in his greatest achievement's lists, in the young 7 years he has been in the music fraternity. Manny Yack believes that he has a good ear for talent.

He sees himself branching into the A&R department in the future. He reckons that being part of the A&R Team would also be a great step for him to fulfilling his other passion, which is to give back to the community by empowering and giving the opportunity to those who would normally not be discovered as they don't have scouts coming to their areas often enough. Manny Yack's talent and passion will see him catapult to greatness; his heart of gold will see him make other's dreams come true.

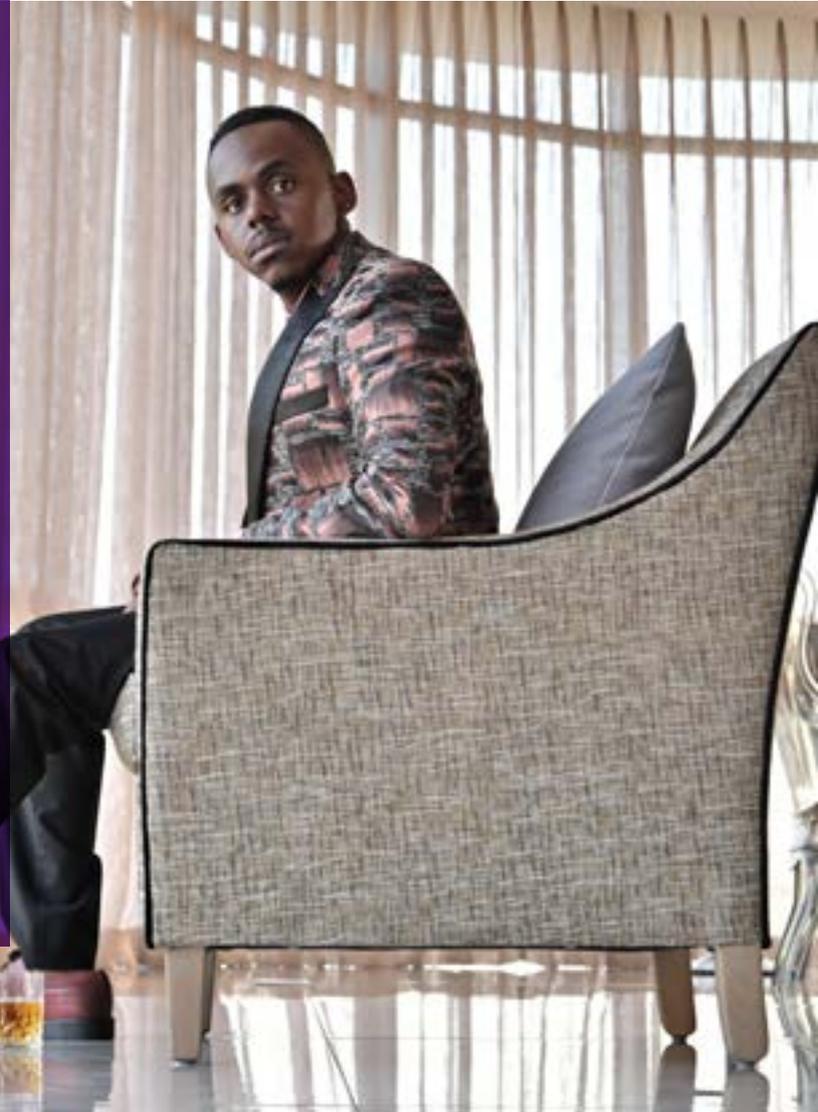


JOINING THE A-TEAM

Following being featured by Miss Pru, Kid Tini and Dr MaVibes, Manny Yack released his debut single on the 15th of January 2021. The emotive song is titled 'Khumbula' which is an open letter based on personal experience, touching on an absent father. In the song, Manny Yack raises questions that bothered him since his father left them, he thanks his mother who raised him well, and expresses how he worked hard to be a better man and a father he always wished to have had.

The single was accompanied by a music video that gives his emotional story life. We see the world through the eyes of a little boy who shows us the difficulties of growing up without a father. The song touched hearts and fulfilled the purpose it was intended for, which is to heal broken hearts. Manny Yack is set to release more hits in 2021 and years to follow.

On the 28th May 2021, Manny Yack released a vibrant song titled 'Kumanzi Phansi' produced by his biological bother, Ashraf Khalid Phiri known as Tekk. The single was accompanied by a music video in which he celebrates his achievements. The lyrics give a picture of a confident young man who works hard and parties harder.



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 Twitter: @Yackmanny- 34.6k followers
 Instagram: @Yackmanny- 16k Followers

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