

ZURI SAGE

NEO SOUL · HIP HOP SOUL · HEALING FREQUENCIES

*"She did not go looking for the healing.
The healing found her in a dream she recognized as a
memory."*

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"She did not go looking for the healing. The healing found her in a dream she recognized as a memory."

Zuri Sage is a Neo Soul and Hip Hop Soul artist from the Deep South — a healer, a sage, and a keeper of the frequencies that have always lived at the heart of Black American music. Raised in a home where incense burned before sunrise and her grandmother hummed songs that seemed to predate memory, Zuri grew up steeped in an inheritance she did not yet have words for.

At nineteen, a dream cracked her open: indigo skies, red clay earth, and generations of Black women singing in a language she had never learned but somehow already knew. She woke up and began writing. Her debut album is what that dream sounds like when it becomes a song — twelve transmissions of healing, joy, grief, and spiritual growth in the tradition of Erykah Badu, Jill Scott, and India.Arie.

She did not come to be famous. She came to remind you of something you already know.

FULL BIOGRAPHY

For press · EPKs · Feature articles · Long-form submissions

"Some things are not taught. They are transmitted."

Zuri Sage grew up in the Deep South in a house that smelled of frankincense and Florida Water, where her grandmother kept a garden of herbs nobody had taught her to grow and sang hymns that sounded older than the church that claimed them. The grandmother — who everyone called Mama Lou — did not call herself a healer. She simply knew things. She knew which tea to brew when grief sat too heavy on the chest. She knew when to be quiet and when to hum. She knew, somehow, that the girl she was raising was not ordinary — and she loved her accordingly, planting seeds whose names she never spoke aloud.

Zuri spent her teenage years caught between two frequencies — the one the world was broadcasting and the one she could feel underneath it. She found Erykah Badu at fourteen and felt something unlock in her chest. She found India.Arie at fifteen and understood for the first time that music could be a mirror that told the truth. She found Jill Scott at sixteen and wept without knowing why — only knowing that the sound was saying something her body already understood.

But it was a dream that changed everything.

At nineteen, in the summer after Mama Lou passed, Zuri fell into a sleep so deep it felt like falling through time. She dreamed of a place with indigo skies and red clay earth that hummed underfoot. She dreamed of women — dozens of them, then hundreds — standing in a forest of ancient trees, singing in a language she had never heard but somehow knew the meaning of. One of them turned and looked directly at her. The woman had her grandmother's eyes. She did not speak. She simply opened her mouth — and Zuri recognized the sound as something she had been carrying in her body her entire life without knowing it had a name.

She woke up and wrote for seven hours without stopping.

That dream is what she calls Igbalode — the space between eras where all ancestral sound is kept alive. The realm where the music of Black women healers, griots, and medicine carriers has been preserved since before anyone had a name for it. Zuri Sage did not create it. She found her way back to it — through meditation, earthing, forest paths walked barefoot, green tea at sunrise, and incense that burns in every room she inhabits. Her daily practices are not separate from her art. They are how she listens.

Her debut album is the result of that listening — twelve tracks that move through grief, reclamation, rest, celebration, and the quiet revolutionary act of choosing joy. The songs are sequenced not by mood but by frequency, each tuned to a specific healing modality. The instrumentation is full and warm: live instruments in the production DNA, arrangements that breathe, vocals that are conversation as much as song.

She is not a moment. She is a frequency. And now it is your turn to tune in.

THE WORLD OF IGBALODE

A Universe Guide for Press & Journalists

Zuri Sage is more than a recording artist. She is a world. The mythology below gives journalists and collaborators context for the universe she inhabits — a living cosmology that deepens with every release, every post, and every fan who finds their way in.

IGBALODE — THE REALM

Pronounced ig-BAH-lo-DAY. In Zuri's mythology, Igbalode is the space between historical eras — not the past, not the future, but the eternal present that holds all of them. It is the dimension where all African and Black American musical wisdom is preserved in trust. Its landscape: vast indigo skies, red clay earth that hums with warmth, ancient baobab trees whose roots hold ancestral song, and rivers that carry memory. Zuri does not descend from Igbalode. She found her way back to it — through grief, stillness, and a dream that felt older than her own life.

THE FREQUENCY KEEPER

Zuri Sage's title and her calling. A Frequency Keeper is a soul charged with carrying the unbroken thread of a musical healing tradition forward through time — so that it is not lost to commercial dilution, algorithmic flattening, or spiritual disconnection. In her lore, Erykah Badu, Jill Scott, and India.Arie were Frequency Keepers of their era. Zuri Sage is the current transmission. Her fans carry the title too — to be a Frequency Keeper is to hold the ancestral sound alive in your own life.

MAMA LOU — THE ORIGIN

Zuri's grandmother and the human anchor of the entire mythology. Mama Lou was a Deep South woman who kept herbs, burned frankincense, hummed old songs, and knew things nobody taught her. She never called herself a healer. She simply was one. In the lore, Mama Lou was the previous Frequency Keeper in Zuri's lineage — and her passing is what opened the dream that changed everything. Zuri's locks began the week after Mama Lou died. Each one is a sealed channel of her grandmother's transmission.

THE IGBALODE CONTINUUM

The total cosmological system in which Zuri Sage exists — a living universe that spans past, present, and future simultaneously. Named for Orunmila, the Yoruba orisha of wisdom and destiny, the Continuum is not a place but a frequency: a sound-space between dimensions, accessible to those who carry ancestral memory in their bodies. The universe is designed to be revealed in layers — each album, single, and content drop adds a new piece. The mysteries feel earned.

THE UNNAMED THREE

Three previous Frequency Keepers whose identities are embedded in the album's lore as an ongoing mystery. Each one represents a different era of Black women's healing music. Fans who identify them earn entry into Zuri's inner community. Their full identities will be revealed one per album release across a multi-year arc.

SACRED LANGUAGE — KEY TERMS

Zuri speaks a consistent vocabulary across all platforms. These terms appear throughout her content and should be understood by anyone writing about her.

Kin — What she calls her listeners. Never 'fans' or 'followers.'

Transmission — A new release, a post, or any piece of content she puts into the world.

Frequency — Both sonic and spiritual — the central concept of her existence.

The Grove — Shorthand for the Irede Grove, her creative and spiritual origin place.

Hold the frequency — Her version of 'stay strong' or 'stay the course.'

Remember — Healing framed as recollection — of what was always already known.

PULL QUOTES

Ready-to-use for press, features, and editorial

"My grandmother never called herself a healer. She just knew which tea to brew, when to hum, and when to be quiet. I been carrying what she planted. This is what it sounds like."

— Zuri Sage

"The baobab grows for a thousand years before it flowers. I am not in a hurry."

— Zuri Sage

"Your grief is not a wound. It is the scar tissue of every ancestor who survived what should have ended them."

— Zuri Sage

"The third song on this album was not written. It was remembered."

— Zuri Sage

"I did not come to be agreed with. I came to be felt."

— Zuri Sage

"The difference between background music and healing music: one fills silence. The other breaks it open."

— Zuri Sage

"The ancestors did not survive so that you could apologize for taking up space. Occupy your frequency."

— Zuri Sage

GENRE & THEMES

Genre	Neo Soul · Hip Hop Soul · Classic Soul · Healing Music
Influences	Erykah Badu · Jill Scott · India.Arie · Nina Simone · Lauryn Hill
Album themes	Ancestral healing · Spiritual growth · Black joy · Self-recognition
Audience	Black Bohemian women · Neo Soul community · Wellness & spirituality spaces
Format	Debut album · 12 tracks · Full production · Live instrument DNA
Registrations	ASCAP · SoundExchange · Masters: 5th Root Entertainment LLC

CONTACT & STREAMING

Website	zurisage.com
Press & Booking	management@zurisage.com
Instagram	@iamzurisage
TikTok	@iamzurisage
YouTube	@iamzurisage
Spotify	Search: Zuri Sage (link available at release)
Apple Music	Search: Zuri Sage (link available at release)

COMMUNITY HASHTAGS

#ZuriSage · #FrequencyKeeper · #HoldTheFrequency · #Igbalode #NeosoulHealing · #Afrofuturism · #AncestralFrequency · #TheTransmission #RememberYourSong · #BlackBohemian · #HipHopSoul · #HealingMusic

"I carry what they planted. I sing what they saved."

— Zuri Sage