



OFFICIAL ELECTRONIC PRESS KIT

2026

CANADIAN INDEPENDENT RECORD LABEL & ENTERTAINMENT COMPANY

ONTARIO, CANADA | ARTIST DEVELOPMENT | MUSIC | LIVE ENTERTAINMENT

The Rhythm of Life

YREntertainment

Independent label. International outlook. Artist-first development.

YREntertainment is a federally registered Canadian entertainment company and independent record label based in Ontario, Canada. Founded in 2023 by CEO/Director Oluwapelumi Adelegan (A.K.A. YRE), the company was created from a passion for music, art, artist development and live entertainment.

The label supports emerging artists in developing their musical skills, creative identity and professional presence while promoting their work to audiences locally and internationally. YREntertainment embraces a wide range of genres, including Afro and Afro-influenced sounds as well as other contemporary styles.

MISSION

To discover, develop and promote emerging artists while creating pathways for their music and artistry to reach wider audiences in Nigeria, Canada and international markets.

VISION

To build a respected international entertainment brand known for artist development, quality releases, authentic creativity and meaningful cross-border opportunities.

CURRENT ROSTER

Ashamu Folaranmi Oyedele a.k.a. Folabiiz - Ibadan, Nigeria | Obafemi Babatunde Emmanuel a.k.a. Tundeway - Lagos, Nigeria

From Passion to Platform

A growing Canadian label with a Nigeria-based artist roster.

YREntertainment was officially founded in 2023 and reached an important milestone in 2025 when it signed its first artist. That step marked the beginning of the label's professional roster and release catalogue.

Rather than limiting itself to one musical style, YREntertainment believes strong music and artistry can come from any genre, culture or background. Through artist development, releases, branding, promotion and live-entertainment opportunities, the label is building a platform for emerging talent with international ambition.

2023

FOUNDED

YREntertainment officially established in Ontario, Canada.

2025

FIRST ARTIST SIGNED

The label begins building its professional artist roster and release catalogue.

2026 &
BEYOND

GROWTH

Expanding artist development, releases, collaborations, shows and international promotion.

Oluwapelumi Adelegan (A.K.A. YRE)

CEO / Director - YREntertainment

Oluwapelumi Adelegan is a college diploma graduate specializing in cybersecurity as a cybersecurity specialist, analyst and advisor.

FOUNDER & CEO

A Canada-based artist and show promoter, Oluwapelumi Adelegan founded YREntertainment to create a professional platform where emerging artists can develop their craft, release music and build opportunities beyond their home market.

His approach combines a love for music and art with a practical focus on artist development, promotion and long-term growth. Under his direction, YREntertainment has built a two-artist roster based in Nigeria and a growing catalogue of singles and EPs.

INTERNATIONAL STRUCTURE

Based in Ontario, Canada, YREntertainment operates with an international outlook, developing and promoting its Nigeria-based artist roster to audiences locally and globally. Through cross-border artist development, music promotion and live entertainment opportunities, the label works to connect emerging African talent with wider international markets.

Two Artists. Two Voices. One Label.

YREntertainment currently represents Ashamu Folaranmi Oyedele a.k.a. Folabiiz and Obafemi Babatunde Emmanuel a.k.a. Tundewayaya.



FOLABIIZ

Ibadan, Nigeria

Artist - Songwriter - Creative



TUNDEWAYAYA

Lagos, Nigeria

Artist - Songwriter - Performer

ARTIST PROFILE

FOLABIIZ

Afropop / Afrobeats / Afrosounds - Ibadan, Nigeria



Ashamu Folaranmi Oyedele a.k.a. Folabiiz is a Nigerian Afropop and Afrosounds artist, songwriter and creative based in Ibadan, Nigeria. His sound blends infectious melodies, relatable storytelling and contemporary African rhythms, creating music that reflects both personal experiences and the realities of everyday life.

Versatile and expressive, Folabiiz explores themes including love, ambition, hustle, faith and life experiences, using his music to build an authentic connection with listeners.

His growing catalogue includes releases such as “Trench Boy,” “Come Another Day,” “Like You,” “This And That,” “Answer,” “No Love,” and “Kowa.” Through his continued development under YREntertainment, Folabiiz is establishing his identity as an emerging Nigerian artist with a distinctive sound and ambitions to reach audiences beyond his home market.

PROFILE

Label: YREntertainment | Based: Ibadan, Nigeria | Genre: Afropop / Afrobeats / Afrosounds | Role: Artist - Songwriter - Creative

ARTIST PROFILE

TUNDEWAYA

Afropop / Afrobeats / Afrosounds - Lagos, Nigeria



Obafemi Babatunde Emmanuel a.k.a. Tundeway is a Nigerian Afropop, Afrobeats and Afrosounds artist based in Lagos, Nigeria. His music combines contemporary African rhythms, memorable melodies and an energetic approach to storytelling.

His sound reflects ambition, perseverance, enjoyment of life, hustle and personal growth. As an artist under YREntertainment, Tundeway continues to develop a distinctive identity that balances modern Afrobeats influences with his own personality and creative expression.

His growing catalogue includes the “Most Wanted” EP, “Gbadun” and “Superstar.” Beyond recorded music, Tundeway has gained live-performance experience through participation in a live music competition in Lagos, Nigeria under the YREntertainment label, continuing to build his stage presence and performance experience.

PROFILE

Label: YREntertainment | Based: Lagos, Nigeria | Genre: Afropop / Afrobeats / Afrosounds | Role: Artist - Songwriter - Performer

Official Releases - Part I

A growing catalogue of singles and EPs from the YREntertainment roster.



THIS AND THAT

Folabiiz feat. YREntertainment | 22 JAN 2025 | Single

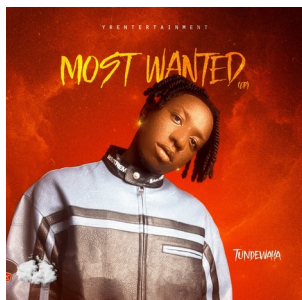
[LISTEN NOW](#)



TRENCH BOY

Folabiiz / YREntertainment | 22 FEB 2025 | 3-song EP

[LISTEN NOW](#)



MOST WANTED

Tundeway | 30 MAY 2025 | 3-song EP

[LISTEN NOW](#)

Official Releases - Part II

Clickable listening links are included for every release.



KOWA

Folabiiz | 30 MAY 2025 | 2-song EP

[LISTEN NOW](#)



GBADUN

Tundeway | 20 OCT 2025 | Single

[LISTEN NOW](#)



SUPERSTAR

Tundeway | JAN 2026 | Single

[LISTEN NOW](#)

Official Music Videos

Two official videos showcase the label roster on screen.



FOLABIIZ

KOWA

Official Music Video - From the Kowa EP

[WATCH OFFICIAL VIDEO](#)



TUNDEWAYA

PALAVA

Official Music Video - From the Most Wanted EP

[WATCH OFFICIAL VIDEO](#)

LIVE & UPCOMING

Building the Next Chapter

Performance experience today; more music and opportunities in development.



LIVE PERFORMANCE

Tundewaya has previously participated in a live music competition in Lagos, Nigeria, representing YREntertainment and gaining valuable experience performing in a competitive live environment.

YREntertainment is working toward creating and facilitating additional performance opportunities for its artists in Nigeria, Canada and other international markets.

COMING SOON

New Folabiiz single - Title & date TBA

New Tundewaya single - Title & date TBA

Folabiiz x Tundewaya collaboration - Title & date TBA

Booking, Media & Partnerships

YREntertainment welcomes credible opportunities that support artist and label growth.

MEDIA & PRESS

Interviews, editorial features, music reviews, premieres, radio opportunities and other legitimate press coverage.

LIVE OPPORTUNITIES

Promoters, venues, festivals, event organizers and entertainment partners seeking emerging Nigerian talent for suitable performances and appearances.

BRAND & CREATIVE COLLABORATIONS

Selective brand, content and creative partnerships aligned with the artists, their audiences and YREntertainment's professional direction.

MUSIC & INDUSTRY PARTNERSHIPS

Opportunities involving artist development, promotion, distribution, cross-market collaboration and strategic entertainment partnerships.

CONTACT

YREntertainment

Press - Booking - Partnerships - General Enquiries



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ONTARIO, CANADA

For official announcements, release updates and new opportunities, follow YREntertainment through the channels above.