

Long Version

Mumu Fresh (also known as Maimouna Youssef) is a GRAMMY-Nominated, Indigenous Music award winning, Musical Ambassador for the US State Department, elected governor of The DC Chapter of The Recording Academy & an Ambassador of The Black Music Collective.

Mumu Fresh has toured internationally as a critically acclaimed Afro- Indigenous singer, Emcee, songwriter, activist, workshop facilitator and audio engineer who's been called a "quadruple threat" by The Roots' Black Thought and "groundbreaking" by Oscar-winning artist, Common.

*In 2021, Maimouna partnered with **AFROPUNK x Netflix** to illuminate and celebrate Black women muses and was the voice behind the ACLU Systematic Equality campaign. In 2020, she was asked to lend her soulful voice to the **ESPYS** tribute to Black Lives because WE Matter. Some of her other standout moments in 2020 include her contribution to Salaam Remi's album "**Black On Purpose**", along with their single "**EMOGs**" which surpassed 2 million streams on spotify alone upon release in 2020. She hit the ground running in 2021 with her viral feature on **Tobe Nwigwe's** song "Tundah Fiyah" from their album "Cincoriginals" which immediately surpassed one (1) million views on instagram on release day.*

Maimouna has performed to sold out audiences, in renowned venues around the world, electrifying stages alongside countless musical giants including Common, The Roots, Sting, Erykah Badu, Jill Scott, Billy Ray Cyrus, MC Lyte, Brandy, Femi Kuti, Ed Sheeran, Bruno Mars, Raphael Saadiq, Nas, Burna Boy, the National Symphony Orchestra and Dave Chappelle. Her soul-stirring performances stole the show at the Black Girls Rock Awards 2019 and Black Music Honors 2019 and 2021. She's rocked stages at acclaimed music festivals including the Essence Music Festival, Global Citizen, and SXSW

Maimouna recently landed a lead role in Black Thought's upcoming Broadway musical "Black No More", which will premiere in 2022. In 2019, Maimouna performed alongside thespian legends Lynn Whitfield and Joe Morton at the Apollo Theater for a dramatic reading of Ta Nehisi Coates' "Between the World and Me", produced by Kamilah Forbes. In addition to her musical appearances in the films "Dave Chappelle's Block Party" and "Girls Trip", her music has been featured in the TV shows Queen Sugar and Being Mary Jane. She is the voice of Ford Motor Company's "Roll On" commercial, which celebrates women of color. She has received world-wide praise for her viral NPR Tiny Desk performance addressing gender inequities and women's rights amongst other pertinent social

issues. She has shared her story of Afro-Native artistic and philanthropic excellence appearing on MSNBC, FOX 45, NPR, CNN, Cooking with Chef JJ on Cleo TV, Sway In The Morning and Al Jazeera.

Mumu Fresh has released 2 solo LPs, 2 group LPs, 1 solo EPs, 1 Mixtape, and countless singles and features with super producers such as Dj Jazzy Jeff, Salaam Remi, DJ Dummy & 9th Wonder. While touring 6 of the 7 continents, Mumu Fresh has built a relationship with over 200K engaged fans on social media who have shared and streamed her music millions of times in at least 92 countries throughout the world. Mumu Fresh's music and philanthropic endeavours has been featured in publications such as Variety, Ebony, Essence, BET & more.

Maimouna has served as a mentor for several GRAMMY U affiliated young aspiring artists. In 2020, she founded her own online music education platform called "Muniversity Studies" to teach aspiring artists how to reimagine the music business and thrive independently with purpose. Mumu Fresh is quickly becoming known as an independent music mogul for her generation. Maimouna is committed to 'Art Activism' and has performed within the US prison system, Congressional Black Caucus, I.M.A.N. Central in Chicago, The W. K. Kellogg Foundation and more, bringing awareness to important social issues. Mumu Fresh is a global citizen, musical healer, cultural philanthropist and a community pillar.

Maimouna "Mumu Fresh" Youssef has a very diverse and expansive musical background ranging from Jazz, Gospel, Spirituals, traditional African & traditional Indigenous music, to Hip Hop, Soul, rock and experimental acapella fusion. Maimouna has a passion for activism and community service. She has donated much of her time and platform to increased awareness & education around race and gender inequity, environmental justice and independence for artists.

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While touring 6 of the 7 continents Mumu Fresh has built a relationship with over 200K engaged fans on social media who have shared and streamed her music millions of times in at least 92 countries throughout the world to date. Mumu Fresh's music and philanthropic endeavours has been featured in publications such as Variety, Ebony, Essence, BET, NPR, Al-Jazeera, Afro Punk & more.

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