

FOR IMMEDIATE RELEASE

300 Entertainment teams up with Fresh Films to Create Original Music Videos for HeadHuncho Amir, LuvBlue, and Luhh Dyl

[ROCK ISLAND, IL] — [1/29/26] — Fresh Films is excited to announce a new partnership with **300 Entertainment**, a prominent NY independent record label founded in 2012, giving youth the opportunity to develop and create original music videos for artists **HeadHuncho Amir**, **LuvBlue**, and **Luhh Dyl**.

Fresh Films provides hands-on film and media production training at 34 program locations across the country to engage youth ages 14-25 in building skills and connections to step into growing film and media opportunities that abound across film, TV, music and social media.

Through the partnership with 300 Entertainment, youth creators at Fresh Films nationwide locations met directly with artists to learn about their creative vision, ask questions, and begin developing content ideas. The filmmaking teams are now pitching concepts, with selected projects moving forward into production — giving students a real-world experience of creative development, collaboration, and decision-making in the music and media industry.

The youth serve as content creators, camera operators, editors, and production crew while gaining hands-on experience across every stage of the process, from ideation and storyboarding to filming and post-production. This collaboration reflects how Fresh Films connects young people to authentic creative opportunities that build confidence, skills, and career exposure for future jobs.

The music video collaboration between Fresh Films and 300 Entertainment is just one of multiple real-world projects Fresh Films youth participate in throughout the year. Students work on **four different projects throughout the program**, gaining exposure to a variety of storytelling formats and creative roles.

Learn more at <https://freshfilms.org/programs/>.

ABOUT HEADHUNCHO AMIR

Headhuncho Amir is a rising force in Dallas rap, known for his sharp delivery, raw storytelling, and anthems that reflect both his reality and ambition. Since signing with 300 Entertainment in February 2025, Amir has steadily built momentum with a series of standout releases, including his mixtape *Ain Nun Bigger*, his follow-up project *Still Ain Nun Bigger*, and his summer single “New Dallus,” each showcasing his consistency, versatility, and dedication to putting his city on the map. His popular single “Motivate the City” has become a rallying anthem, further establishing his connection to the community and his role in inspiring Dallas youth and fans alike. Amir’s music blends hard-hitting energy with introspection, capturing the drive,

determination, and authenticity that have become his signature. Amir is also an active part of the New Dallas movement, a brotherhood of artists working together to elevate the city's rap scene. Beyond music, he invests in his community, using his platform to motivate, mentor, and give back to the city that shaped him. His latest single, "You The Biggest," is the first release from his upcoming mixtape *50 Year Run*, set to drop on October 17, 2025. The project represents Amir's personal journey toward health, self-improvement, and long-term growth, embodying his commitment to changing his life for the better while building a lasting legacy. With *50 Year Run* on the horizon, Headhuncho Amir continues to define what it means to be a next-generation voice in Dallas rap, blending ambition, authenticity, and a vision for a lasting imprint on the culture.

About LuvBlue

Luvblue, an artist hailing from Florida, is continuing to make his mark in music. Creating his own style of psychedelic RNB, Blue has already exhibited success with hits such as "Cable" and "Lens." Blue blurs the line between artistry and reality— consistently referencing troubling topics in his music; aiming to inspire his listeners through his sound and lyricism. His sound is meant to feel like a trip— psychedelic and reinvigorating, giving new life to the listener. Born Nasir Leon Smith, Blue aims to create a connection between his listeners and himself, a personal relationship conveyed entirely through the intensity of his sound. His talent surpasses just singing, as he produces all of his music himself, mixing and mastering as well. Blue is still early in his career, and there is a lot more to come.

About Luhh Dyl

Dyl has been keeping steady momentum this year, showing real growth at every turn. He kicked things off with the "Intrude" mixtape in January (34M+ streams TD), as he continued to break his way into the music world with a sound that wasn't your typical flossy rap. Leaning into live instrumentation and deeper production, he sampled legends like Duke Ellington and John Coltrane's "In A Sentimental Mood" on "Be Forreal."

With no signs of slowing down, he followed up with a run of acclaimed singles, including "Wouldn't Believe" feat. Lil Tony Official; named one of The FADER's Best Rap Songs of May 2025 and a milestone release that helped Dyl cross his first million views on YouTube. From the emotionally charged "Prayed 4," to the Pinegrove-sampling "Holdin Back", the reflective anthem "Wish You Could" (praised by Clash Magazine) and the Kid Cudi-flip "Nite N Day" featuring Flint's Babyfxce E and Detroit's 1Up Tee, each drop has further cemented his unique space in today's rap scene.

Now, he returns with "Hear My Cry", an album that highlights his evolution and versatility. Inspired by the book of David, it draws on the story of a biblical figure known both for his music and for repenting for his sins. "Hear My Cry" features Babyfxce E, 1up Tee, and Lil Tony, highlighting Dyl's ability to collaborate across styles.

About Fresh Films

Fresh Films creates award winning films, TV shows and documentaries while training future filmmakers in all aspects of film. Year-round programming + on-set experiences offer diverse youth and young adults opportunities to gain skills, confidence and connections to become a pipeline of diverse media-makers and storytellers for rapidly growing high-wage careers. Fresh Films alumni work across the entertainment industry from Marvel to HBO and Fresh Films productions which give youth IMDb credit can be seen in theatres, on Paramount, Roku, PBS, Amazon Prime, iTunes, at major retailers and internationally. A production studio and training ground, Fresh Films is on a mission to democratize access and build opportunities for underrepresented groups to work in the multi billion dollar creative industry. Our 34 national locations and productions are supported by foundations, community and industry partners. Learn more at www.freshfilms.org

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