

FOR IMMEDIATE RELEASE

NYC-Based Artist Simply Vika Unveils Deeply Personal Album "Diaries" – A Raw Journey Through Self-Discovery and Inner Battles

New York, NY – Simply Vika, the rising pop rap artist from the Bronx, announces the release of her highly anticipated album "Diaries," a nine-track exploration of the intimate battles we face behind closed doors. Blending melodic rap with influences of pop, hip-hop, and R&B, the album strips away pretense to reveal the raw, unfiltered reality of self-discovery.

"This album wasn't created for the hype," says Simply Vika. "I didn't try to follow trends or fit into anyone's expectations. I just wrote what was on my mind, and it became one of my most intimate works so far. 'Diaries' is about the inside world – the demons we face with ourselves when no one's watching, our fears, our dreams, and the constant battle to stay positive when everything feels impossible."

True to its title, "Diaries" reads like pages torn from a personal journal. Tracks like "Reality," "Dreaming," "Monsters," "What You See," and "Another Try" chronicle the emotional journey of pushing forward despite overwhelming odds. The album's standout collaborations include "Another Try" featuring fellow New York artist Aiden Rose, and "Dreaming" featuring Jewish-Dutch artist Fleur, showcasing the project's diverse creative DNA.

The album also features "Empty Eyes," previously released as a teaser with a cinematic music video that garnered significant praise, and "Jewish," a track that speaks to Vika's heritage and identity with unflinching honesty.

Produced entirely by Blacklight, with beats crafted in collaboration with artists from around the globe, "Diaries" was recorded throughout 2024-2025 as a labor of love rather than a calculated commercial release. The result is an album that prioritizes emotional truth over industry formulas.

Simply Vika is no stranger to making waves in the New York music scene. Her previous releases include "BiGiDi BiGiDi" (10K Spotify streams) and "Enigma" (7K YouTube views), earning her over 40 playlist additions. She's performed at notable venues including Bowery Electric, Caffeine Underground, The Delancy Rooftop, and The Brooklyn Music Fest. Her track "Cheer Up" was featured in a short film at the International Film Festival Manhattan in October 2025, and she self-published a poetry photography book on Amazon in early 2025.

"I want listeners to hear this album and feel like they're not alone," Vika explains. "I want them to finally hear someone saying out loud what they've been feeling all along."

To celebrate the release, Simply Vika will host a release party at Cowboy Tom's Bar in Lower Manhattan. Following the album drop, fans will have the opportunity to vote on which tracks

receive music video treatments, with one selected video to be submitted to the International Film Festival Manhattan 2026.

"Diaries" will be available on all major streaming platforms.

For more information, interviews, or press inquiries: its.simplyvika@gmail.com

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- Spotify: <https://open.spotify.com/artist/4B4Kfyn3F0uaJsLodoaRky>
- Instagram: https://www.instagram.com/its_simply_vika
- YouTube: <https://www.youtube.com/@SimplyVika>
- Website: <https://www.simplyvika.com/>

ABOUT SIMPLY VIKA Simply Vika is a Russian Israeli pop-rap artist known for her deeply personal lyricism and genre-blending sound. Writing in 3 languages and combining elements of pop, hip-hop, and R&B, she creates music that speaks to the internal struggles and triumphs of the human experience. With a growing presence in New York's indie music scene and recognition at film festivals, Simply Vika is an artist unafraid to bare her soul through her art.