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EsRā Dunca-Sprawling's "IN THE INSANE ASYLUM" Garneres Global Media Attention Following AP News Syndication

Radical Reinterpretation of Koko Taylor Classic Reaches Millions via Major News Portals, Benzinga, and Grit Daily

SAN FRANCISCO, CA – APRIL 25, 2026 – Following the global premiere of the haunting new single "IN THE INSANE ASYLUM," Dunca-Sprawling Inc. and TSLA Records are proud to announce that the release has achieved significant international media traction. Most notably, the project achieved wide-scale syndication across the **Associated Press (AP)** network, signaling a major breakthrough for EsRā Dunca-Sprawling's radical artistic vision.

The campaign, which reimagines Koko Taylor's blues classic through a dark alternative and glitch-synth lens, has successfully crossed over from niche music circles into the broader cultural conversation. Beyond the AP, the release secured high-profile placements on **Benzinga**, a leading financial news authority, and **Grit Daily**, the premier voice for disruptive tech and culture brands.

DISTRIBUTION MILESTONES:

- **Global Reach:** Syndication across the Associated Press network, reaching major portals and news agencies worldwide.
- **Financial Authority:** Coverage by Benzinga, highlighting the corporate growth of Dunca-Sprawling Inc.
- **Regional Impact:** Features in key regional outlets including the *Times of San Diego*, *Washington City Paper*, and *Magnolia State Live*.

"To see this 'radical reinterpretation' resonate with outlets as diverse as AP and Benzinga validates our mission to push the boundaries of industrial rock and experimental storytelling," said a spokesperson for Dunca-Sprawling Inc. "This momentum sets a

powerful stage for the upcoming visual novel and the 17-track full-length album currently in development."

EsRā Dunca-Sprawling, a classically trained actor and creative director, continues to blend theatricality with industrial soundscapes, a signature style that has earned the artist a growing reputation as a "Wallflower of the Year" disruptor. The current single serves as the sonic cornerstone for a larger narrative universe that includes the artist's forthcoming memoir and multimedia projects.

In addition to the current success, TSLĀ Records is excited to announce the arrival of its newest artist, **JAZZY_BANKS**. The label is preparing for the highly anticipated global release of the three-track album "**GRANADA #218**," set to debut on all major streaming platforms worldwide on **05/05/2026**. The project notably features **EsRā of Dunca-Sprawling Inc.** on the title track, "GRANADA #218" (Track No. 3), and is produced by **EsRā Dunca-Sprawling**.

About Dunca-Sprawling Inc. & TSLĀ Records

Dunca-Sprawling Inc. is a multi-disciplinary production house specializing in film, music, and architectural design. Based in San Francisco, the firm is led by the creative partnership of EsRā Dunca-Sprawling and **Richie Vetter of Dunca-Sprawling Inc.**

Richie Vetter of Dunca-Sprawling Inc. is a seminal architect of the modern influencer economy. During the foundational Vine era (2013–2016), he was instrumental in launching the career of global media entity **Jake Paul**, serving as a key strategist during Paul's transition from short-form creator to a multi-platform powerhouse. Vetter is widely credited with helping shape the early frameworks of creator monetization—specifically pioneering strategic brand integrations, digital tipping systems, and platform partnership models that transformed viral social content into a sustainable, multi-billion dollar revenue industry.

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