***SINGER & SONGWRITER ABIR CHASES ALTER EGO THROUGHOUT***

***NEW YORK CITY IN NEW VIDEO FOR “WAY OUT”***

***COMING OFF COACHELLA PERFORMANCE***

***FEATURED ON “FINEST HOUR” BY ACCLAIMED***

***DJ/PRODUCER TRIO CASH CASH***

**WATCH THE VIDEO FOR “WAY OUT”:** <https://ad.gt/watchwayout>

**LISTEN TO “FINEST HOUR”:** <https://youtu.be/_glJtpX9aAM>

**DOWNLOAD PRESS PHOTO:** <https://www.dropbox.com/sh/42nnfhw93lgyl0s/AAAdO7jWvdDENLSgw91Dn--Ra?dl=0&preview=ABIR_5_11_18_1420-1_nf_a_1.jpg>



(PHOTO CREDIT: Jimmy Fontaine)

***“’Way Out’ Is A Love Letter To The City That Never Stops Working” – Refinery 29***

Following her recent performance at Coachella, as a guest appearance during Cash Cash’s set, singer/songwriter **ABIR** has released her new video for “Way Out,” directed by Johnny Valencia (Macklemore's "Marmalade"). Set to ABIR’s infectious, soulful pop vocals and a danceable groove, the video sees the Moroccan-born songstress in pursuit as she follows her alter ego throughout New York City.

ABIR is the featured vocalist on Cash Cash’s current single “Finest Hour,” which she also penned. Dubbed a “summer smash” by *Paper* and a “gigantic song” by *NYLON*, *Paper* went on to describe ABIR’s performance as “powerful Sia-esque vocals.”

Named one of *Billboard*’s “most exciting new voices” and *Apple Music*'s "favorite new artist,” the 23-year-old vocalist writes with an honest pen, always paying homage to her culture and lifestyle. ABIR's soulful pop tone derives from her childhood years spent listening to Jazz and R&B in the back of her father's car, who owned a limousine company and played the same four CD's on repeat for his clients; Etta James, Sarah Vaughn, Celine Dion and Whitney Houston. ABIR has been direct support for Alessia Cara, The-Dream, Bob Moses, Amine and more. She has had a notable brand partnership with Clinique, been part of a Beats By Dre campaign, and has played shows at NYFW with Fendi and Made. "The goal with my music," ABIR says, "is to inspire and encourage young people like myself to find their voice and embrace their identity."

“Way Out” and “Finest Hour” are available on all platforms:

* “Way Out” - <https://Atlantic.lnk.to/WayOutPR>
* “Finest Hour” - <https://BigBeat.lnk.to/FHPR>

[Instagram](https://www.instagram.com/abir/)| [Twitter](https://twitter.com/abir) | [Soundcloud](https://soundcloud.com/abir) | [Facebook](https://www.facebook.com/xoabir/) | [Spotify](https://open.spotify.com/artist/3QUOtWgmuxFyae4C0Q0thd?si=1atki0u0TzSZN12KfPqWjw)

Press inquiries: Corey Brewer – [Corey.Brewer@atlanticrecords.com](mailto:Corey.Brewer@atlanticrecords.com)