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SEPTEMBER 14, 2018

**ATLANTIC RECORDS WELCOMES ABIR**

***ACCLAIMED SINGER UNVEILS “FINEST HOUR (ACOUSTIC)”***

***STRIPPED BARE RENDITION OF SUMMER SMASH SINGLE HERALDS DEBUT EP,***

***SLATED TO ARRIVE THIS FALL***

***U.S. TOUR ALONGSIDE KIIARA GETS UNDERWAY OCTOBER 29TH IN CHICAGO***

***“FINEST HOUR (ACOUSTIC)” STREAMING NOW*** [***HERE***](https://lnk.to/fhaID)

***[](http://press.atlanticrecords.com/abir/)***

Atlantic Records has announced the signing of acclaimed singer ABIR to its historic roster today via [*Billboard*](https://www.billboard.com/articles/news/8475172/abir-signs-atlantic-finest-hour-acoustic). The Morocco-born, New York, NY-based artist will celebrate with the release of “Finest Hour (Acoustic),” a stripped-down rendition of her smash collaboration with chart-topping electronic production trio Cash Cash, “Finest Hour” out now on Big Beat Records. “Finest Hour (Acoustic)” is available now for streaming and download [HERE](https://lnk.to/fhaID); the track’s official companion visual can be viewed [HERE](https://www.youtube.com/watch?v=7jSvOk9hiAI).

ABIR tells Billboard, “I originally wrote this record to just piano chords, so I always knew that I wanted to revisit that stripped-down raw emotion at some point. I ended up filming a live performance video of the record with just strings, and the response was so powerful. I felt like it made sense to create an official studio version.” She adds, “It’s surreal to me that Finest Hour went #1 on the dance charts, especially because it’s one of my most personal songs to date. I wrote it just to release and express things I’ve felt before, but it’s been fulfilling to see how my experience and lyrics have helped so many people get through their own tough moments.”

“I’m so grateful to be at a label that believes in me and is empowering me to do my thing. Atlantic’s roster is full of iconic artists and it’s an honor to be a part of the label’s legacy.”

ABIR is currently hard at work completing her Atlantic Records debut EP, with release slated for next month. “Young and Rude,” the first single from the forthcoming EP, is expected to arrive on September 20th along with its accompanying video.

“’Young and Rude’ is exactly that. Young...and rude. It’s super bad ass and I got to really have fun with it and explore another side of myself as an artist. I can’t wait to share it with the world. My EP is a collection of dope records I really enjoyed making over the last year. I wanted to explore more of my range, make you want to move or feel and maybe relate to what I have to say. The response to everything I have put out so far has been incredible, so I just want to keep getting music out there – and, trust me, this EP is just the beginning!”

Written by ABIR, “Finest Hour” – available for streaming and download [HERE](https://bigbeat.lnk.to/FHID) – was one of this summer’s anthems, topping iTunes’ “Dance Songs” chart for eight weeks on its way to the overall Top 40. The track is joined by an equally popular companion visual, directed by Phillip R. Lopez (Avicii, Kygo, Selena Gomez) and streaming now [HERE](https://www.youtube.com/watch?v=QUuXGUzhKfY).

“Finest Hour” was greeted by widespread critical praise, with [Paper](http://www.papermag.com/cash-cash-abir-finest-hour-2559323156.html) writing, “(ABIR’s) R&B-infused pop pairs uninhibited vocals with intimate, carefully-articulated observations of the world around her…’Finest Hour,’ which layers ABIR’s powerful Sia-esque vocals over Cash Cash’s characteristic wash of booming synth, metronomic drums, and meandering horns. ABIR laments that this isn’t her finest hour, but her confident vocals paired with the ecstatic instrumentals make it clear that she isn’t giving up any time soon.”

Following an appearance on Elvis Duran’s morning show to perform “Finest Hour,” the popular Z100 host surprised Cash Cash and ABIR with a pledge to donate $2 to St. Judes Children’s Research Hospital for every download over a 48-hour span. Cash Cash and ABIR made a special visit to St. Judes to perform & meet patients.

Named by Billboard as one of the “most exciting new voices” in recent pop memory, ABIR followed “Finest Hour” with her own “Way Out,” available for streaming and download [HERE](https://lnk.to/WayOutAY). A companion visual, directed by Johnny Valencia (Ed Sheeran, Rudimental), is streaming now at the official ABIR YouTube channel [HERE](https://www.youtube.com/watch?v=mmTRZ6jP9q0). The clip had its world premiere exclusively via [Refinery 29](https://www.refinery29.com/2018/05/199366/abir-way-out-music-video-premiere), which declared it to be “a visual nod to ABIR’s own journey and her three years of traversing (New York City)…’Way Out’ Is a love letter to the city that never stops working.”

ABIR – who joined Cash Cash for performances of “Finest Hour” at this year’s Coachella Valley Music & Arts Festival and Electric Zoo – has also drawn acclaim as a striking live act, including special guest turns alongside such like-minded artists as Alessia Cara, The-Dream, Bob Moses, Amine and more. Next up is a major U.S. tour supporting Kiiara, with dates beginning October 29th at Chicago, IL’s Lincoln Hall and then traveling through November. For complete details, please visit [www.abirmusic.com/#tour](http://www.abirmusic.com/#tour).

ABIR has already made a huge impact on contemporary pop, earning acclaim and attention for her sultry fusion of R&B, dance grooves, and intimate lyricism. In addition to her musical success, she has also teamed with Clinique and Beats By Dre for popular brand partnerships, not to mention live performances for Fendi and Made at the always-influential New York Fashion Week.

CONNECT WITH ABIR:

[OFFICIAL](https://www.abirmusic.com/) |[INSTAGRAM](https://www.instagram.com/abir/)| [TWITTER](https://twitter.com/abir) | [FACEBOOK](https://www.facebook.com/xoabir/) l [SOUNDCLOUD](https://soundcloud.com/abir)

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