FOR IMMEDIATE RELEASE

MAY 28TH, 2019

**AVA MAX’S “SWEET BUT PSYCHO” ENTERS TOP 10 ON BILLBOARD HOT 100**

**RIAA PLATINUM CERTIFIED GLOBAL HIT HOLDS STRONG AT #3 ON USA POP RADIO AND #4 ON HOT AC**

**POP SENSATION WITH NEARLY A BILLION GLOBAL STREAMS**

**TO PERFORM AT RADIO SHOWS ACROSS NORTH AMERICA**

**DOWNLOAD/STREAM “**[**SWEET BUT PSYCHO**](https://avamax.lnk.to/SweetButPsychoPR)**”**

**DOWNLOAD/STREAM “**[**SO AM I**](http://avamax.lnk.to/SoAmIPR)**”**

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(Press Photo Credit: Lauren Dunn – [download high res](https://warnermusicgroup.box.com/s/xlqgz2gj52z0w1xhyo18v2a051faauw2))

Global pop sensation **Ava Max** is celebrating the continued success of her RIAA platinum certified hit single “Sweet but Psycho” which has officially broken into the [top 10](https://www.billboard.com/articles/columns/chart-beat/8513170/lil-nas-x-old-town-road-hot-100-number-one-eighth-week) of the *Billboard* Hot 100. With more than 650 million global streams, “Sweet but Psycho” is available at all DSPs and streaming services [HERE](https://avamax.lnk.to/SweetButPsychoPR).

Produced by GRAMMY® Award-nominated super-producer Cirkut (Maroon 5, Miley Cyrus, The Weeknd) and co-written with Madison Love (Camila Cabello), “Psycho” – which reached #1 on both Spotify’s “United States Viral 50” and Billboard’s “Dance Club Songs” – is currently #3 at USA Pop Radio and #4 at Hot AC. The stateside success of “Sweet but Psycho” follows the track’s remarkable popularity abroad where it held the #1 spot at European Radio for eight weeks in a row, spent four consecutive weeks atop the UK Singles Chart, and scored #1 rankings on charts in nearly 20 countries. “Sweet but Psycho” has gained is joined by an equally popular companion video, directed by Shomi Patwary (Beyoncé, The Weeknd) which now boasts over 327 million views on Ava’s official YouTube channel [HERE](https://www.youtube.com/watch?v=WXBHCQYxwr0). Earlier this year, Ava made her national TV debut with performances of “Sweet but Psycho” on [*The Late Late Show with James Corden*](https://protect-us.mimecast.com/s/B9-VC68z9gFJjqpYIkFX_b) and [*The TODAY Show*](https://protect-us.mimecast.com/s/VRIYC73WXjuY4w81Cl31Xp)and then went on to perform the single on[*The Ellen DeGeneres Show*](https://www.ellentube.com/video/ava-max-is-sweet-but-psycho.html)*.* Most recently, [Rolling Stone](https://www.rollingstone.com/music/music-features/ava-max-cirkut-sweet-but-psycho-831019/) profiled Ava as part of their “*Artist You Need to Know*” series.She hit #1 on Billboard’s Emerging Artists Chart for 6 consecutive weeks and has received critical praise from [Vanity Fair](https://www.vanityfair.com/style/2019/02/sweet-but-psycho-ava-max-interview), [Forbes](https://www.forbes.com/sites/hughmcintyre/2019/04/12/rising-pop-star-ava-max-talks-sweet-but-psycho-success-and-releasing-her-debut-album/#5ba34c895d7a), [PAPER](http://www.papermag.com/paper-predictions-2625149547.html?rebelltitem=11#rebelltitem11), [V Magazine](https://vmagazine.com/article/meet-ava-max-the-sweet-but-psycho-princess-of-pop/), [Billboard](https://protect-us.mimecast.com/s/5luGCYEl52hXEwn2h41tqu), [FADER](https://protect-us.mimecast.com/s/wZk1CZ6m03hYr0k9C90LlQ), [PAPER](https://protect-us.mimecast.com/s/vSPnC1wB42fX2lPNhqP5ft) & more.

Ava’s empowering follow-up single “So Am I” is also available now at all DSPs and streaming services [HERE](http://avamax.lnk.to/SoAmIPR). The irresistibly catchy pop anthem boasts over 143 million global streams while the official video companion, which promotes a message of inclusivity and acceptance, has garnered over nearly 44million views on YouTube ([watch here](https://www.youtube.com/watch?v=SxGLPVvNjvY)). The song is skyrocketing overseas where it reached #3 on European Airplay making Ava the only artist to have two songs in the top 10. Upon release, [MTV News](https://protect-us.mimecast.com/s/05HnCo26yDc2zQPNsJgoH2) praised “So Am I” as a “*big, melodic pop anthem that celebrates individuality and embracing one’s unique flaws and quirks in the same vein as Katy Perry’s ‘Firework’ or Lady Gaga’s ‘Born This Way.’”* Dance remixes of “So Am I” are now available from Deepend, Majestic, Jengi and Toby Green.

Max will soon take her energetic live performance on the road as she plays radio shows across North America as well as this year’s [PrideFestival Tea Dance](http://www.papermag.com/ava-max-pridefestival-tea-dance-nyc-2637400289.html) during World Pride held in New York City on Saturday, June 29th – check out the full itinerary below.

**CATCH AVA MAX ON THE ROAD:**

5/30 – KLUC Las Vegas – Summer Jam 2019 – The Chelsea at the Cosmopolitan

6/1 – KIIS Los Angeles - Wango Tango – Dignity Health Sports Park

6/2 – KYLD San Francisco – WAZZMATAZZ – Shoreline Amphitheatre

6/15 – WKTU New York – KTUPhoria – Northwell Health @ Jones Beach Theater

6/16 – WXKS Boston – 2019 Kiss Concert – Xfinity Center

6/18 – WAKS Cleveland – Kiss The Summer Hello – House of Blues

6/20 – WKSE Buffalo – Kiss The Summer Hello 2019 – Canalside

6/21 – WZPL Indianapolis – ZPL Birthday Bash – The Lawn

6/22 – B96 Chicago – B96 Summer Bash – Allstate Arena

6/23 – WXSS Milwaukee – Kiss The Summer Hello – Eagles Ballroom

**CONNECT WITH AVA MAX:**

[OFFICIAL](https://protect-us.mimecast.com/s/_V75COY58OcG1KY3FWVjRm) I [INSTAGRAM](https://protect-us.mimecast.com/s/RLBaCPN5QPslzxgQCWPDU4) I [TWITTER](https://protect-us.mimecast.com/s/RJVLCQW57QHxvWV7Sve7Ko) I [FACEBOOK](https://protect-us.mimecast.com/s/Ju5pCR651RhV4LYNFvwi4U) | [SOUNDCLOUD](https://protect-us.mimecast.com/s/CPHUCVO0QYuvqABMSgmFji) | [PRESS ASSETS](http://press.atlanticrecords.com/ava-max)

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