**AVA MAX REVEALS CINEMATIC MUSIC VIDEO**

**FOR NEW SINGLE “EVERYTIME I CRY”**

**CLICK** [**HERE**](http://avamax.lnk.to/ETICVideo) **TO WATCH**

**A picture containing sky, person

Description automatically generated**

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**July 23, 2021 (Los Angeles, CA) –** Global pop sensation **Ava Max** has today revealed the blockbuster music video for her empowering new single “**EveryTime I Cry**.”

Click [**HERE**](http://avamax.lnk.to/ETICVideo) to watch.

Presenting her biggest and boldest visual to date, the music video follows Ava on a cinematic rollercoaster highlighted by Utopian-world set pieces, eye-popping wardrobe, and nonstop action. It opens as she awakens in the desert lost, alone and scared. Nevertheless, she possesses a natural power unlike anything else. Standing up in the desolate landscape that has engulfed her, she cries. However, those tears not only rejuvenate the earth—they flood the world. It’s the ultimate reclamation of power as she uses her vulnerability to become a fairy who saves the planet.

“This video demonstrates power within vulnerability,” said Ava. “I wanted to tell a story that has the viewer watch me turn weakness into strength.”

Right out of the gate, “**EveryTime I Cry**” racked up over **32 million** global streams, while it also earned widespread critical acclaim. [***UPROXX***](https://uproxx.com/pop/ava-max-everytime-i-cry/) hailed it as *“electrifying*,*”* and [***W Magazine***](https://www.wmagazine.com/culture/ava-max-heaven-and-hell-everytime-i-cry-interview) raved that Ava *“has demonstrated a knack for producing the kind of pop anthems that burrow their ways into listeners’ ears*.*”*

A person with pink hair and a black and white striped shirt

Description automatically generated with low confidence

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[Website](https://www.avamax.com/) | [Instagram](https://www.instagram.com/avamax/) | [Facebook](https://www.facebook.com/avamaxofficial/) | [Twitter](https://twitter.com/avamax) | [TikTok](https://www.tiktok.com/@avamax?lang=en) | [YouTube](https://www.youtube.com/channel/UCOwgc8DswjoBMuuUU2ScPvQ) | [Spotify](https://open.spotify.com/artist/4npEfmQ6YuiwW1GpUmaq3F?si=mC4gtidtQCeEWu-D1zpxiw) | [Apple Music](https://music.apple.com/us/artist/ava-max/1265164818)

**About Ava Max**:

Outspoken, yet mysterious. Empowered, and also vulnerable. Sweet, but psycho. Duality drives Ava Max, cementing her as one of the most listened to pop artists in the world. The daughter of Albanian immigrants grinded since grade school and exploded on a global scale with the 2018 triple-platinum smash “Sweet but Psycho.” Streamed over 2 billion times by 2020, it clinched a spot in the Top 10 of the *Billboard* Hot 100 for three weeks. As the tune took the world by storm, *The* *New York Times* named it among the *“54 Best Songs of 2019*,*”* and *Rolling Stone* christened her *“An Artist You Need To Know*.*”* Becoming inescapable, “Sweet but Psycho” received a nomination in the category of “Choice Pop Song” at the *Teen Choice Awards* as she took home “Best Push Artist” at the 2019 MTV Europe Music Awards. In addition to performing on *The Late Late Show with James Corden*, *Jimmy KIMMEL LIVE!*,and *The TODAY Show*, she appeared in features by *Vanity Fair*, *Billboard*, *PAPER*, *FORBES*, and more. She only accelerated this rapid rise to pop superstardom with the Gold-selling “So Am I” [927 million global streams] and “Salt” [1.5 billion global streams]. In the middle of this whirlwind, Ava pieced together her 2020 full-length debut album, *Heaven & Hell* [APG/Atlantic Records], which skyrocketed to Gold certification upon release. It also continued her hot streak and features her biggest hit yet, “Kings & Queens” [1 billion global streams]. The song reached #1 on the European and Hot Adult Contemporary charts for eight consecutive weeks and soared to #2 at Pop radio. Last November, Ava added a new single entitled “My Head & My Heart” to *Heaven & Hell* and was named a 2021 honoree on the *Forbes* 30 under 30 list. “My Head & My Heart” has been streamed an impressive 401 million times globally and hit Top 15 on Pop radio. She performed it on *Good Morning America*, *Jimmy KIMMEL LIVE!* and *The Kelly Clarkson Show*. Ava followed “My Head & My Heart” with a powerful new single “EveryTime I Cry.” An undisputed summer smash, the highly-anticipated, adrenaline-fueled track is pure electropop perfection.

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