**AVA MAX**

**REVEALS SEPTEMBER 18 RELEASE DATE FOR EAGERLY AWAITED DEBUT ALBUM *HEAVEN & HELL***

**NEW SINGLE “WHO’S LAUGHING NOW” OUT TODAY**

**WATCH THE OFFICIAL VIDEO** [**HERE**](https://avamax.lnk.to/WhosLaughingNow)

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**CLICK** [**HERE**](https://www.dropbox.com/sh/d4j5bef7re5tkqc/AADWh5BggxkcJoBRTHdm66DSa?dl=0) **TO DOWNLOAD ARTWORK & PRESS PHOTOS**

**Los Angeles (July 30, 2020)** – Global pop sensation **Ava Max** has today revealed the **September 18** release date of her highly anticipated debut album ***Heaven & Hell***, as well as unveiled her new track and video for “**Who’s Laughing Now**.” The song is now available on all DSPs and streaming services, and the official video – directed by **Isaac Rentz** (**Katy Perry**, **Mabel**, **Nick Jonas**) and written by Ava and Isaac – can now be viewed on [**YouTube**](https://avamax.lnk.to/WhosLaughingNow).

Click [**HERE**](https://avamax.lnk.to/HeavenandHell) to pre-order the album.

Click [**HERE**](http://shop.avamax.com/) to purchase merch bundles.

“I’ve been holding onto this secret for so long and am so excited I can finally talk about my debut album *Heaven & Hell*,” says Ava. “I put my heart and soul into making it and cannot wait to share my music with everyone.”

“**Who’s Laughing Now”** follows the release of Ava’s powerful anthem “**Kings & Queens**,” which is **#1** on European airplay and made its debut at **Top 40** radio. The song receives nearly **25 million** streams per week globally, has more than **200,000** Creates on TikTok and sits within the **Top 50** on **Apple Music** in **20 countries**. The [**official video**](https://www.youtube.com/watch?v=jH1RNk8954Q) has accumulated more than **62 million** views and sees Ava set in a heavenly throne room where she rules as a glamorous queen over an army of loyal dancers.

A truly international artist, Ava sealed her pop superstar status with the blockbuster success of the **RIAA 3x-platinum** **certified** hit, “[**Sweet but Psycho**](https://avamax.lnk.to/SweetButPsychoPR).” Currently boasting over **2 billion** global streams and counting, “**Sweet But Psycho**” was named among the [***New York Times***](https://www.nytimes.com/2019/12/11/arts/music/best-songs.html)’ “***54 Best Songs of 2019***,” spent **three weeks** in the **top 10** of ***Billboard’s*** “**Hot 100**,” peaked at **#3** at **US Pop Radio** and earned Ava her first-ever [**Teen Choice Awards**](https://teenchoice.votenow.tv/) nomination for “**Choice Pop Song**.” The song was joined by an [**official video**](https://www.youtube.com/watch?v=WXBHCQYxwr0) that is approaching **600 million** views on YouTube. Produced by GRAMMY® Award-nominated super-producer **Cirkut** (**Maroon 5**, **Miley Cyrus**, **The Weeknd**) and co-written with **Madison Love** (**Camila Cabello**), “**Sweet But Psycho**” hit **#1** on both **Spotify’s** “**United States Viral 50**” and ***Billboard*’s** “**Dance Club Songs**” while becoming one of “**The Top Most-Shazamed Songs of 2019**.” The song’s stateside success followed the track’s remarkable popularity abroad, including **four consecutive weeks** **atop the** **UK Singles Chart** and **#1** rankings on charts in nearly **20** countries.

Dubbed an “***Artist You Need to Know***” by [***Rolling Stone***](https://www.rollingstone.com/music/music-features/ava-max-cirkut-sweet-but-psycho-831019/), Ava has been feted with a wide range of media attention including high profile features in [***Vanity Fair***](https://www.vanityfair.com/style/2019/02/sweet-but-psycho-ava-max-interview), [***Billboard***](https://www.billboard.com/articles/columns/pop/8495624/ava-max-chartbreaker-sweet-but-psycho-interview?utm_source=twitter), [***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?rebelltpage=11#rebelltitem11), and more. The pop star first took over TV with performances of “**Sweet but Psycho**” on **CBS’s *The Late Late Show with James Corden***, **NBC’s TODAY**, and the ***Ellen DeGeneres Show***, as well as a summer performance of her **RIAA-certified** **gold** single “[**So Am I**](https://www.youtube.com/watch?v=SxGLPVvNjvY),” on **ABC’s *Jimmy Kimmel Live***. Ava became one of 2019’s most honored performers, including “**Best New Artist**” nominations at both the **2019 MTV Video Music Awards** and the **2019 MTV Europe Music Awards**. The latter was highlighted by both Ava’s first-ever win for “**Best Push Artist**” and show-stopping live performances of both “**Torn**” and “**Sweet But Psycho**,” streaming now [**HERE**](https://www.youtube.com/watch?v=WljmTUSFuZw).



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