FOR IMMEDIATE RELEASE

NOVEMEBER 23, 2021

**OLIVER TREE RELEASES ACOUSTIC VERSION OF VIRAL HIT “LIFE GOES ON”**

**CHART-TOPPING ARTIST STRIPS BACK RUNAWAY HIT SINGLE**

**WITH NEW VERSION + PERFORMANCE VIDEO**

**ORIGINAL TRACK BOASTS OVER 423 MILLION STREAMS, X MILLION TIKTOK CREATES**

**+ TOP 10 ON BILLBOARD’S HOT ROCK & ALTERNATIVE SONGS CHART**

**TREE KICKS OFF LARGEST HEADLINING TOUR IN FEBRUARY 2022**

**TICKETS ON SALE NOW** [**HERE**](http://www.olivertreemusic.com)

**LISTEN TO “LIFE GOES ON (ACOUSTIC)”** [**HERE**](https://olivertree.lnk.to/LifeGoesOnAcoustic)

**WATCH THE PERFORMANCE VIDEO HERE**

**THUMBNAIL/VIDEO STILL**

Chart-topping, genre-bending artist **Oliver Tree** released an acoustic version of his viral smash hit “**Life Goes On**” – listen now [HERE](https://olivertree.lnk.to/LifeGoesOnAcoustic). The new release arrives with a performance video starring the Gen Z phenomenon – watch it now HERE.

Recently joined by remixes from GRAMMY award winning trio [**Clean Bandit**](https://olivertree.lnk.to/CleanBanditRemix)**,** platinum selling global superstar [**Ty Dolla $ign**](https://olivertree.lnk.to/TyDollaSignRemix) and from Brazilian superstar [**ALOK**](http://olivertree.lnk.to/AlokRemix), the [original track](https://olivertree.lnk.to/LifeGoesOnVideo) was featured on the deluxe edition of Tree’s acclaimed debut album [Ugly is Beautiful: Shorter, Thicker & Uglier](https://olivertree.lnk.to/UIBDeluxe). The viral track is making waves across all platforms. Currently boasting over **423 million** streams, **136 million** video views, 3 million Instagram reels and 2.5 million Shazams. With over 20 million TikTok videos created with the sound, “Life Goes On” has amassed over **25 billion** TikTok views across all videos, landing on TikTok’s US Top Tracks and Viral Charts.

Oliver recently announced his largest North American headline tour to date and last tour ever. The ***Cowboy Tears*** tour kicks off February 19, 2022 at Los Angeles, CA’s legendary venue, The Shrine Expo Hall, and continues through late March with support from RIAA certified singer/producer and viral phenomenon **Sueco** as well as 18-year-old Canadian DIY artist **347aidan**. The acclaimed live performer will also light up the stage at Ultra Music Festival in March 2022. Full all touring details, please visit [www.olivertreemusic.com](http://www.olivertreemusic.com).

With over **2 billion** global streams to date, over **650 million** video views on YouTube alone, and 11 million TikTok followers, **Oliver Tree** is undeniably among the most popular – and most provocative – artists of the Gen-Z era. Oliver kicked off 2021 by teaming up with rap superstar **Lil Yachty** for the acclaimed collaboration, “[Asshole](https://www.youtube.com/watch?v=tT5k_2ZcBYg).” Most recently, Oliver teamed up with Russian viral hitmakers **Little Big** for the revolutionary joint EP, [*Welcome To The Internet*](https://lnk.to/WelcomeToTheInternet). The project was first heralded by the lead single, “[Turn It Up](https://lnk.to/Turn-It-Up),” featuring Estonian rapper **Tommy Cash**. The Tree-produced track instantly racked up more than **20M** video views and over **230M** views across all TikTok videos. The project also included standout track “**The Internet**” which was accompanied by a meme-filled official video, streaming now [HERE](https://lnk.to/TheInternetVideo).

****

[DOWNLOAD ARTWORK](https://press.atlanticrecords.com/oliver-tree/) HERE

**ABOUT OLIVER TREE**

An internet-based vocalist, producer, writer, director and performance artist, Oliver Tree explores the intersection where pop and alternative meet sonically and has arrived where art and entertainment collide visually. From comedy to action sports, mock reality TV drama to WWF wrestling in his live shows, the world of Oliver Tree is unlike any artist who has come before him.

A Santa Cruz, California native, Tree has emerged as a polymath from many different projects and iterations over the last 10 years. As unpredictable as one artist can be, no one can seem to put their finger on what Oliver Tree will do next. Unafraid to make you laugh, cry, think profoundly or feel completely uncomfortable for the length of a 4 minute music video, he is on the road to developing his own blueprint for packaging and marketing pop culture in the internet era. Versatile in every sense of the word, Tree not only explores every type of entertainment but also every type of genre in his music alike. The box he puts himself in is limitless. It has no boundaries. Oliver Tree has built a multimedia project designed to challenge people’s perspective of what art is, and he’s not the slightest bit concerned with what anyone has to say about it!

**CONNECT WITH OLIVER TREE**

[WEBSITE](https://www.olivertreemusic.com/) | [FACEBOOK](https://www.facebook.com/OliverTreemusic/) | [TWITTER](https://twitter.com/olivertree) | [INSTAGRAM](https://www.instagram.com/OliverTree/) | [YOUTUBE](https://www.youtube.com/channel/UCHcb3FQivl6xCRcHC2zjdkQ) | [SPOTIFY](https://open.spotify.com/artist/6TLwD7HPWuiOzvXEa3oCNe) | [TIK TOK](http://tiktok.com/@olivertree)

For press inquiries, please contact:

Jessica Nall // [Jessica.Nall@atlanticrecords.com](mailto:Jessica.Nall@atlanticrecords.com)