FOR IMMEDIATE RELEASE

FEBRUARY 10, 2022

**MULTI-PLATINUM SINGER-SONGWRITER VANCE JOY UNVEILS “DON’T FADE” – PREVIEWING FRESH NEW SOUND OF FORTHCOMING ALBUM**

**AFTER DOMINATING ALTERNATIVE RADIO WITH 2021 SMASH “MISSING PIECE,” JOY RETURNS WITH NEW SINGLE PRODUCED BY HITMAKERS TAKE A DAY TRIP, ALTERNATIVE INNOVATOR DAVE LONGSTRETH + LONG COLLABORATORS DAVE BASSETT & EDWIN WHITE**

**SELECT NORTH AMERICAN LIVE DATES KICK OFF MAY 14 IN REDONDO BEACH, CA**

**LISTEN TO “DON’T FADE”** [**HERE**](https://vancejoy.lnk.to/dontfadePR)

**WATCH OFFICIAL VIDEO** [**HERE**](https://vancejoy.lnk.to/dontfadePR/youtube)

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[DOWNLOAD ARTWORK HERE](https://press.atlanticrecords.com/vance-joy/)

Multi-platinum singer-songwriter **Vance Joy** has today unveiled his latest single “**Don’t Fade**” – showcasing a fresh and propulsive sound and providing fans with a preview of his forthcoming third studio album. Listen to “Don’t Fade” [HERE](https://vancejoy.lnk.to/dontfadePR).

Produced by hitmaking duo **Take a Day Trip** (Lil Nas X, Kid Cudi, Juice Wrld, James Blake), Dirty Projectors’ **Dave Longstreth** (Solange), and long time collaborators Dave Bassett & Edwin White (Lay It On Me, Saturday Sun) the track marks a foray into new sonic territory for the Australian artist. It arrives with an official video streaming now [HERE](https://vancejoy.lnk.to/dontfadePR/youtube).

*“I wrote ‘Don’t Fade’ with my friend and frequent songwriting partner Dave Bassett toward the end of 2019,”* Vance Joy shared*. “It came as a surprise and felt like a special discovery. I like writing about that feeling of timelessness you get when you’re with someone you love. When we came to produce the song, I had the great fortune to work with Take a Daytrip, Edwin White and David Longstreth (of Dirty Projectors). Writing this song was the starting point for my new album. I knew I was on a path somewhere once this song came along.”*

“**Don’t Fade**” follows the worldwide success of last year’s “[**Missing Piece**](https://vancejoy.lnk.to/MissingPieceID).” Co-written with GRAMMY® Award-winning songwriter **Joel Little** (Taylor Swift, Khalid, Lorde), the irresistibly infectious track proved a sensation following its world premiere on ABC’s [*Grey’s Anatomy*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DlwV3oY-S0Ps&data=04%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C75e490af345b447b42b408d940bd7e5b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637612004880525529%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Di6g6ZioXoJIAZH12yJIR1warkMfi%2FgwlGZv%2BrUwrS0%3D&reserved=0).

The track ascended to **#2** at **Alternative** **Radio**, earning more than **130 million global streams** and bringing Joy’s catalogue up over **5 billion streams worldwide**, as well as a massive **3 billion TikTok views** (with **2.6 million user-created videos**). Hailed by *American Songwriter* as “*a heartfelt indie-folk anthem*,” “Missing Piece” was joined by inventive remixes from GRAMMY Award-nominated artists [**Sofi Tukker**](http://vancejoy.lnk.to/MissingPiecexSofiTukker) (Lady Gaga, Billie Eilish) and [**RAC**](http://vancejoy.lnk.to/missingpiecexRAC) (Lana Del Rey, Odesza).

Last year also saw Vance Joy team up with superstar producers **Benny Blanco** and **Marshmello** for the hit single, “[You](https://smarturl.it/bbYOU).” The song proved an immediate hit upon arrival, cracking the Top 20 on both *Billboard*’s “Alternative Airplay” and “Rock Airplay” charts, while earning critical acclaim from publications such as [*Rolling Stone*](https://www.rollingstone.com/music/music-news/benny-blanco-marshmello-vance-joy-new-song-you-music-video-1121001/), which declared it to be “*a sweet and uplifting bit of pop-rock that finds Joy crooning over Blanco and Marshmello’s horn-inflected production.*”

Having previously lit up stages around the world with a string of sold-out headline tours, special guest slots on stadium runs with Taylor Swift and P!nk, and marquee festival appearances at Coachella, Firefly and Austin City Limits, Joy recently announced a **highly-anticipated return to North America** set for Spring 2022.

The run of select live dates kicks off **May 14** at **Beachlife Festival** in Redondo Beach and will include **sold-out headline** performances at **Nashville’s historic** **Ryman Auditorium** (**June 2**) and **New York’s Pier 17** (**June 4**). For updates and ticket information, please visit: <https://www.vancejoy.com/tour>.



[DOWNLOAD PRESS PHOTOS HERE](https://press.atlanticrecords.com/vance-joy/)

**VANCE JOY**

**NORTH AMERICAN 2022 LIVE SHOWS**

MAY

14 – Redondo Beach, CA – Beachlife Festival

27 – Vancouver, BC – Rogers Arena

29 – Napa, CA – Bottlerock Festival

JUNE

2 – Nashville, TN – Ryman Auditorium (SOLD OUT)

4 – New York, NY – The Rooftop At Pier 17 (SOLD OUT)

9 – Toronto, ON – Budweiser Stage

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**CONNECT WITH VANCE JOY:**

[WEBSITE](http://vancejoy.com/) | [FACEBOOK](http://www.facebook.com/Vancejoy) | [TWITTER](http://twitter.com/vancejoy) | [INSTAGRAM](https://www.instagram.com/vancejoy/) | [YOUTUBE](https://www.youtube.com/user/vancejoymusic)

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