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MAY 18, 2021

**JAX does it for the “90s Kids” – VIDEO OUT NOW!**

**Multi-talented singer-songwriter teams up with**

***The Sandlot*’s Patrick Renna for nostalgic visual**



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**WATCH “90S KIDS”:** [JAX.lnk.to/90sKidsVideoPR](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fjax.lnk.to%2F90sKidsVideoPR&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cacac1164b904414779fc08d91a0feb7e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637569477947526403%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ct9Jwsx6llu3jFXtk2laVJDSSRJ58qsQofX5fmcWXdE%3D&reserved=0)

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**Jax** brings the ultimate nostalgia with the music video for her new single “**90s Kids**” – available now via **Atlantic** **Records**. The visual sees the buzzing singer-songwriter joined by ***The Sandlot***’s **Patrick** **Renna**, stirring up quite a scene onboard an amusement ride between quintessential decade references spanning from **Tamagotchi** to **Britney Spears**. “**90s Kids**” became an instant fan-favorite after being previewed on TikTok, having now amassed over 8 million global streams since release while approaching its fourth consecutive round of over 1 million weekly streams domestically.

*“I’m obviously a 90s kid, and grew up with all these amazing trends that I’m still obsessed with today”* said **Jax**. *“One night at 3am I was just thinking of all the times I’d watched ‘****Saved******By******The******Bell****,’ played* ***Super******Smash******Bros****, danced to* ***Britney******Spears*** *and I just put it all in a voice memo. Next thing I knew by sunrise I had this anthem to rep all my fellow 90s babies.”*

“**90s** **Kids**” follows the release of “[**Ring** **Pop**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2Fzf4bBpZ7-xw&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cacac1164b904414779fc08d91a0feb7e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637569477947536402%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=2IQZje9nLuEb8Hki6r7tWzy%2Fm%2Bx9w6XgCt7fxgzvZXg%3D&reserved=0),” **Jax’s** major label-debut which yielded a massive viral response and high-profile appearances on **The Ellen DeGeneres Show**, **Access** **Hollywood** & more. Initially teased on TikTok, “**Ring** **Pop**” instantly captivated fans with it’s honest lyrics that perfectly encapsulate the emotions being felt by so many in today’s predicament. Her warm delivery coasting over dreamy guitar and snappy percussion as she croons to her boyfriend, *“Don’t need no diamonds, you’re my rock, and I’m okay with a ring pop*.*”*

Raised in New Jersey by way of New York, **Jax** got her start by performing a wide variety of genres and in bands growing up. At the age of 18, she developed cancer above her vocal cords, which returned following a couple months of remission right as she relocated to Los Angeles in pursuit of her music. Left unable to sing herself, **Jax** turned to songwriting for others and found industry success behind-the-scenes.

As her ability to perform returned, **Jax** needed to pivot yet again when the COVID-19 pandemic struck. This time she turned to TikTok, posting a hilarious response to the pop gem “**Stacy’s Mom**” from “[**Stacy’s Mom’s Perspective**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.tiktok.com%2F%40jaxwritessongs%2Fvideo%2F6896199564504681733&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cacac1164b904414779fc08d91a0feb7e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637569477947546392%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=xXXYnRadLTcxSvB17dXYAlbgcLSih77HoawhMD%2Fdp5Y%3D&reserved=0)” which exploded with nearly 9 million views in just a few months and “[**Update from Avril Lavigne & Sk8er Boi 18 years later**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.tiktok.com%2F%40jaxwritessongs%2Fvideo%2F6902708876135730438&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7Cacac1164b904414779fc08d91a0feb7e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637569477947556386%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ha1tjG%2B%2FuWWigYyJu962ATKjjISwGgpKLq%2Bh67BICsk%3D&reserved=0)” which became her most successful parody to date with over 14.5 million views. She continued to go viral a dozen or more times over, now having amassed over 2.5 million followers on the platform and 40 million “likes.” With a massive online audience under her belt, **Jax** began sharing her own original music in late 2020 to an overwhelmingly positive response – ultimately leading to her singing with **Atlantic** **Records** for her forthcoming debut full-length.



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