For Immediate Release

June 3, 2021 (11a EST)

**JAX gets sentimental with “Like My Father”**

**Multi-talented singer-songwriter’s new single**

 **arrives today with heartwarming video**



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**WATCH/STREAM “LIKE MY FATHER”:** <https://JAX.lnk.to/LikeMyFatherPR>

**Jax** gets sentimental with new single “**Like My Father**” (available now via **Atlantic** **Records**), a heartwarming tribute to her parents arriving today alongside an equally touching video companion. The track initially premiered on the singer-songwriter’s buzzworthy TikTok, as she sang the track to her parents for the very first time.

*"I wrote a song about the best relationship I’ve ever known....my mom and dad set the bar pretty high and gave me the perfect example of what love is. So, this Father’s Day I wanted to give them this song in return.”* **– JAX**

“**Like My Father**” follows the release of “**90s** **Kids**,” Jax’s addictively nostalgic single that proved a fast fan-favorite – having just received a sixth consecutive round of over 1 million weekly streams in the US alone and complimented by a music video starring ***The Sandlot***’s **Patrick** **Renna**. Meanwhile, her label-debut single “**Ring** **Pop**” arrived earlier this year to massive viral response and high-profile appearances on **The Ellen DeGeneres Show**, **Access** **Hollywood** & more.

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 4 million followers on the platform and 60 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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