**NEW YORK-BASED COLLECTIVE MICHELLE RELEASE NEW MUSIC VIDEO FOR “SUNRISE”**

**NEW VISUAL FEATURES ALL SIX MEMBERS FILMED REMOTELY**

**WATCH:** [**https://Michelle.lnk.to/SUNRISEQuarVidPR**](https://Michelle.lnk.to/SUNRISEQuarVidPR)

**BUY/STREAM “SUNRISE”:** [**https://Michelle.lnk.to/SUNRISEPR**](https://Michelle.lnk.to/SUNRISEPR)

*“The six-member collective is riding at the forefront of New York’s energetic music scene… multi-talented singers, songwriters and musicians blend a vast range of genres to deliver a fresh sound”* –[***V Magazine***](https://vmagazine.com/article/michelles-new-summer-track-takes-us-back-to-sunnier-and-brighter-days/)

*“A new, NYC-based musical collective… who make pop music so catchy that they've been picked up by Canvasback Music with one breezy LP behind them.” –* [***The FADER***](https://www.thefader.com/2020/04/01/digital-fort-2020-michelle)

*“They have something really special… their blend of R&B and retro synth-pop is warm, intimate and danceable all at once”* –[***Dork***](https://www.readdork.com/features/getting-to-know-michelle)

*“Sent down from the heavens is MICHELLE’s latest summer track ‘SUNRISE’… wavy, smooth, vibrant, and the ultimate feel-good song.”* –[***LADYGUNN***](https://www.ladygunn.com/music/nyc-based-band-michelle-believes-activism-is-a-responsibility/)



[*download hi-res press image; credit Daniel Dorsa*](https://press.atlanticrecords.com/wp-content/uploads/2020/07/MICHELLE-credit-Daniel-Dorsa-4-web.jpg)

Canvasback Music/Atlantic Records artists **MICHELLE** have released a new video for “**SUNRISE**” – watch [here](https://Michelle.lnk.to/SUNRISEQuarVidPR) – featuring all six members of the NYC-based collective. The video is highlighted alongside a [LADYGUNN](https://www.ladygunn.com/music/nyc-based-band-michelle-believes-activism-is-a-responsibility/) feature with the band out today, with the magazine noting: *“Sent down from the heavens is MICHELLE’s latest summer track ‘SUNRISE’… wavy, smooth, vibrant, and the ultimate feel-good song.”*

Originally released last month, “**SUNRISE**” was met with praise from **V Magazine**, **NME**, **Dork**, and more. **Uproxx** highlighted the track in their “[Best New Indie Music of the Week](https://uproxx.com/indie/new-indie-music-this-week-yo-la-tengo-matt-berninger/),” declaring *“One of the more exciting tracks I’ve heard in a long time, ‘Sunrise’ combines elements of indie pop, funk, and R&B to create something truly unique and modern.”*

The song is currently featured on a number of tastemaker playlists across streaming platforms – including Spotify’s **POLLEN** and **Lorem** and Apple Music’s **INDIY** and **ALT-R&B**. “SUNRISE” has also received support from **Sirius XM** and **BBC Radio 1**, with **Annie Mac** exclaiming:*“Everything they do is written so well. The songs are so hooky!”*

“**SUNRISE**” marks the first new single from the NYC-based collective since their self-released 2018 debut album [*HEATWAVE*](https://michelle.lnk.to/HEATWAVEPR), and their first original release with Canvasback (Transgressive Records in the UK).

*HEATWAVE* – a streets-and-skylines homage to their hometown – was created in just 2 weeks and self-released in 2018, seamlessly weaving together R&B-inflected pop, sleek synths, plush harmonies, and buoyant groove. Heralded by stand-out track “THE BOTTOM,” the albumamassed millions of streams, led to shows for sold-out NYC crowds at**Baby’s All Right** and **Webster Hall**, and earned critical acclaim from The Fader, NME and more, as well as airplay from BBC Radio 1 and 6 Music.

Born-and-bred New Yorkers, **MICHELLE** is refreshingly comprised of predominately POC + queer members. The collective references equally diverse influences — Noname, Led Zeppelin, Sly and the Family Stone, Orion Sun, My Chemical Romance, SZA — all of which distill to create a cohesively diverse sound.

The group's unique stylings are the result of songwriting from **Sofia D’Angelo**, **Julian Kaufman**, **Charlie Kilgore**, **Layla Ku**, **Emma Lee** and **Jamee Lockard** with production from Kaufman and Kilgore.



*single art created by NYC artist* ***Niko Chang*** | [*download hi-res here*](https://press.atlanticrecords.com/wp-content/uploads/2020/07/MICHELLE-Sunrise.jpg)

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**Connect with MICHELLE:**

[Website](https://www.wearemichelle.com/) | [YouTube](https://www.youtube.com/channel/UCLgdaHCBkZ79BGKCleNjMmQ) | [Instagram](https://www.instagram.com/wearemichelle/) | [Twitter](https://twitter.com/michelletheband)| [Facebook](https://www.facebook.com/pages/category/Musician-Band/MICHELLE-299893597455645/)

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