FOR IMMEDIATE RELEASE

MARCH 31, 2022

**WINONA OAK PENS LETTER TO HER YOUNGER SELF IN “JOJO”**

**ACCLAIMED SWEDISH SONGSTRESS HERALDS DEBUT ALBUM WITH PERSONAL NEW TRACK**

**WINONA OAK JOINING OH WONDER ON NORTH AMERICAN TOUR**

**+ ALEC BENJAMIN ON EUROPEAN AND UK TOUR**

**DEBUT ALBUM *ISLAND OF THE SUN* DUE FRIDAY, JUNE 10**

**LISTEN TO “JOJO” HERE**

ALBUM ARTWORK

[DOWNLOAD ARTWORK HERE](https://warnermusicgroup.box.com/s/s6c6oor90bg0lq56v5w0f7p2yv1c7089)

*“Winona Oak is a name you should know” –* [*PAPER*](https://www.papermag.com/winona-oak-she-premiere-2648451411.html?rebelltitem=15#rebelltitem15)

Acclaimed singer-songwriter **Winona Oak** has released her personal new track “Jojo,” available now HERE. The track serves as a letter from Winona to herself about what truly matters to her and the beauty that surrounds her. Born Johanna Ekmark, Jojo was Winona’s nickname while she was growing up in Sollerön, Sweden.

On the song, Winona shared, *“’Jojo’ is a song that I wrote to myself, you see Jojo is my nickname. Sometimes I feel helpless, frustrated and completely overwhelmed inside the frames of society. I don’t know how to navigate inside this parallel universe called internet. It’s a world that’s getting more and more shallow and giving me endless access to exactly everything. Polished images of “perfect” people living their ”perfect” lives online. I will never look like them but the thing is that they don’t even look like themselves. On the internet we can be whoever we want to be. We can pick apart and choose the best parts of our personality, showcase our best moments, our most flattering images and even manipulate them to look less human. It’s a toxic part of social media that push people into doing things that ruin them. How do we know what’s real? How do we find real love and honest connections when you judge someone based on their internet persona? If money controls everything how can people without it control a change? (They can’t) And who am I in the middle of all of this? Just one out of billions of tiny little spots in the universe. I know what you’re thinking, but despite its heavy subjects I feel like writing ‘Jojo’ actually reminded me about what’s really important to me. There’s so much beauty and light surrounding me, real human connections, breathtaking nature and unconditional love. And in the end I’m made of the same particles as everyone else around me and maybe they feel just as lost as I do sometimes. I don’t know but maybe one day we’ll figure it out together.”*

“Jojo” will appear on Winona’s upcoming debut album, ***Island of the Sun****,* out June 10. The highly-anticipated project will include recent releases “[Baby Blue](https://winonaoak.lnk.to/BabyBlue)” and the album’s title track, “[Island of the Sun](https://winonaoak.lnk.to/IslandOfTheSunPR).” Produced by **Chris Lyon** (The Chainsmokers x Winona Oak, Rina Sawayama, AlunaGeorge x Bryson Tiller) and **Valley Girl** (Dua Lipa, Caroline Polachek), “Island of the Sun” arrived earlier this year to critical acclaim and was joined by a stunning video set in Winona’s hometown of Sollerön, Sweden – watch it now [HERE](https://winonaoak.lnk.to/IslandOfTheSunPR/youtube).

Winona will celebrate *ISLAND OF THE SUN* with her widest-ranging North American tour thus far. The dates – which see Oak supporting British alt-pop duo Oh Wonder – begin May 8th at Toronto, ON’s History and then continue through the month. Oak will then join Alec Benjamin on his European and UK tour this summer.

NEW PRESS PHOTO?

[DOWNLOAD PRESS PHOTOS HERE](https://warnermusicgroup.box.com/s/s6c6oor90bg0lq56v5w0f7p2yv1c7089)

**WINONA OAK ON TOUR 2022**

**MAY**

8 – Toronto, ON – History\*

10 – Montreal, QC – Mtelus\*

11 – Boston, MA – House of Blues\*

13 – Washington, DC – 9:30 Club\*

14 – Philadelphia, PA – Theatre of Living Arts (TLA)\*

15 – Brooklyn, NY – Brooklyn Steel\*

17 – Chicago, IL – The Vic Theatre\*

18 – Minneapolis, MN – First Theatre\*

20 – Denver, CO – Ogden Theatre\*

21 – Salt Lake City, UT – The Depot\*

23 – Seattle, WA – Showbox SoDo\*

24 – Vancouver, BC – Vogue Theater\*

25 – Portland, OR – Roseland Theater\*

28 – Oakland, CA – Fox Theater\*

29 – Anaheim, CA – House of Blues\*

31 – Los Angeles, CA – The Wiltern\*

**JUNE**

28 – Paris, FR – Le Trainon^

30 – Cologne, DE – Live Music Hall^

**JULY**

1 – Amsterdam, NL – Melkweg^

2 – Werchter, BE – Rock Werchter^

4 - Milan, IT – Fabrique^

7 – Lisbon, PT – Nos Alive^

9 – Barcelone, ES – Razzmatazz Room 2^

11 – Munich, DE – Tonhalle^

12 – Berlin, DE – Columbiahalle^

14 – Warsaw, PL – Razzmatazz Room 2^

15 – Hamburg, DE – Mojo Club^

17 – Copenhagen, DK – Vegetable^

18 – Oslo, NO – Bentrum Scene^

20 – Stockholm, SW – Arenan Fryshuset^

22 – Helsinki, FL – House of Culture^

24 – Vienna, AT – WUK^

25 – Praha 4, CZ – Zlute Lazne^

26 – Budapest, TR – Akvarium Klub^

30 – London, UK – O2 Forum Kentish Town^

31 – Manchester, UK – O2 Ritz^

**AUGUST**

2 – Dublin, IE – Academy^

3 – Dublin, IE – Academy^

5 – Glasgow, UK – SWG3^

\* w/ Oh Wonder

^ w/ Alec Benjamin

# # #

This year’s new music follows Winona Oak’s 2021 collaboration with breakout bedroom pop star ELIO, “[Nobody Loves Me](https://winonaoak.lnk.to/NobodyLovesMePR),” released in celebration of International Women’s Day and joined by a vibrant official music video streaming now [HERE](https://winonaoak.lnk.to/NobodyLovesMePR/youtube). Last year also saw Winona share the graceful and intimate “[Old Insecurities](http://winonaoak.lnk.to/OldInsecurites),” accompanied by an official music video streaming [HERE](https://youtu.be/QCwakAo1_EA).

Highlighted by the captivating singles, “[SHE](https://www.youtube.com/watch?v=l75unzTDJn8)“ and “[Winter Rain](https://winonaoak.lnk.to/WinterRainPR),” Winona Oak’s critically acclaimed sophomore EP, [*SHE*](https://winonaoak.lnk.to/SheEP), was met with widespread applause upon its 2020 release. “*Winona Oak is a name you should know*,” declared [*PAPER*](https://www.papermag.com/winona-oak-she-premiere-2648451411.html?rebelltitem=15#rebelltitem15). “*Her synth-backed vocals descend from whispery, dainty highs to striking and sultry lows. Lyrically, the electro-pop musician pays homage to strong women in every respect, delivering body and sex-positive anthems, and touching on important topics such as mental health and self-love.*”

Winona celebrated *SHE* with a stirring live performance of the title track as part of CBS’ *The Late Show with Stephen Colbert*’s #PLAYATHOME series, streaming [HERE](https://www.youtube.com/watch?v=tyyQLMgSo2o). In addition, a number of stunning new versions of “SHE” followed the original release, including the intimate “[SHE (Stripped](https://winonaoak.lnk.to/SHEstrippedID))” as well as remixes by Belgian artist/producer [Taska Black](https://winonaoak.lnk.to/WMTaskaBlackRmx) and Los Angeles trio [MUNA](https://winonaoak.lnk.to/WithMyselfMUNAID).

# # #

**PRAISE FOR WINONA OAK**

*“Magnetizing...a true testament to her unprecedented singing abilities, and it’s a refreshingly authentic look into the multi-faceted vocalist’s emotional psyche”*

– *V MAGAZINE*

*“Lyrically, the electro-pop musician pays homage to strong women in every respect, delivering body and sex-positive anthems, and touching on important topics such as mental health and self-love.”*

*– PAPER*

*“From the Nordic forests of Sweden, on a small crop of land called Sollerön, known as the ‘Island of the Sun,’ emerges singer-songwriter Winona Oak. Her music, the product of her upbringing, is just as enchanting as its setting, surrounded by nature and wildlife.”*

*– AMERICAN SONGWRITER*

*“An impossible to ignore artist. Ethereal, mesmerizing…”*

*– ONES TO WATCH*

*“Staggeringly good”*

*– IDOLATOR*

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**CONNECT WITH WINONA OAK**

[INSTAGRAM](https://www.instagram.com/winonaoak/) | [TWITTER](https://twitter.com/winonaoak) |[SPOTIFY](https://open.spotify.com/artist/3XC57xz74X3xUi1hv4mge1?si=4VyqrUDPSoCDgy1lDX9DXA) | [APPLE MUSIC](https://music.apple.com/us/artist/winona-oak/1349495931) | [YOUTUBE](https://www.youtube.com/channel/UCnyvOlSbVCfJzgibFygTgAQ)

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