**NIKO RUBIO DELIVERS NEW SINGLE “LOVE ME TILL U HATE ME”**

**RISING SINGER-SONGWRITER TO JOIN OMAR APOLLO’S *DESVELADO* TOUR KICKING OFF TOMORROW, MAY 7TH**

**SOUTHERN CALIFORNIA-NATIVE TO PERFORM AT LOLLAPALOOZA AND BOTTLEROCK NAPA VALLEY FESTIVAL**

**SOPHOMORE EP COMING THIS SUMMER**

[**STREAM/DOWNLOAD “LOVE ME TILL U HATE ME”**](https://nikorubio.lnk.to/LoveMeTillUHateMe)

**A picture containing sky, person, posing

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[DOWNLOAD HIGH-RES ARTWORK](https://warnermusicgroup.app.box.com/s/605wl36toyyupsbjw1by3ovq3p65ftgz)

**New York, NY – May 6, 2022** –Rising singer-songwriter and Southern California-native **Niko Rubio** released her latest cathartic single, **“Love Me Till U Hate Me”** today viaSandlot Records/Atlantic Records– [LISTEN HERE.](https://nikorubio.lnk.to/LoveMeTillUHateMe)

Niko wrote the emotive single alongside Andy Seltzer, who doubles as the producer on the track. Niko’s personal vulnerability paired with her honeyed vocals created the poignant heartache anthem.

*“There comes a point in a relationship where you have to face personal issues on your own. I found myself in a constant state of self-doubt and wrote "Love Me Till U Hate Me" about when my therapist told me I was manifesting the end of my relationship. It was an easy song to write because it’s honest and vulnerable. Everyone with relationship anxiety has felt like they’ll lead someone they love in their lives to hate them once or twice before.”*

**-NIKO RUBIO**

[**People**](https://people.com/music/meet-the-talented-spring-2022-emerging-artists/) named Niko one of the *‘Talented Emerging Artists that Should Be on Your Playlists This Spring,’* and she is only getting started.Beginning tomorrow night, May 7th Niko will join Omar Apollo on his *Desvelado* Tour and will perform on 14 stops of the tour including shows in New York, Houston and Miami. The rising artist will also perform a set at the **BottleRock Music Festival** in Napa, CA on May 27th.

Niko made her major label debut in 2021 with debut EP, [***Wish You Were Here***](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnikorubio.lnk.to%2FWishYouWereHereID&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7C0fce58ee4c8d404ef7b208d9d6949292%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637776755874580391%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=QvX9%2BVfeKqg5L2d1mtV8qPXzlkSBtrudzAVzEstCC%2BQ%3D&reserved=0),which featured the standout singles [**“Bed,”**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D20SZ_bABSMA&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7C0fce58ee4c8d404ef7b208d9d6949292%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637776755874580391%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=l3YXs67fwfmAklZzx%2FWs8M%2FQJl%2B17n3k3HpheAoHyKo%3D&reserved=0) [**“Saving Me”**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DfaXfTsRh61s&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7C0fce58ee4c8d404ef7b208d9d6949292%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637776755874580391%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=G9X7fhh9pmDeQgSrG739V2g7c3uXdDG492V3KIubIQ0%3D&reserved=0)and **“**[**You Could Be The One.”**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dbm337OC4Nc4&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7C0fce58ee4c8d404ef7b208d9d6949292%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637776755874580391%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=%2BtR7d55YqfbmSWhgfOU7SA%2F7sEZOT5kyAyzlWB1X%2BVs%3D&reserved=0) ***Billboard*** praised the latter of the three as a, *“captivating shwcase for the newcomer,”* adding that, *“the kicky pop-rock track allows Rubio’s tone to sink down low and soar skyward.”* ***PAPER*** also described Niko’s sound as *“…infused with waves of indie-rock and guitar riffs…in the most Californian style, of course.”*

***Latina Magazine*** commended Niko’s music as, *“the perfect soundtrack for riding in a seafoam-green convertible, top down, along the familiar Pacific Coast Highway,”* while also noting that, *“Rubio’s crisp vocals are like the breath of fresh air we all need after the past year-and-a-half…”*

Niko is no stranger to touring life as she spent last year as a supporting leg of **Chase Atlantic**’s nationwide tour. See below for Niko’s stops on Omar Apollo’s tour this spring.

**Desvelado Tour Dates Feat. Niko Rubio**

May 7th – Newport Music Hall – Columbus, OH

May 8th – The Majestic Theatre – Detroit, MI

May 10th – Theatre of The Living Arts – Philadelphia, PA

May 11th – Big Night Live – Boston, MA

May 12th – Terminal 5 – New York, NY

May 14th – 9:30 Club – Washington, DC

May 17th – Variety Playhouse – Atlanta, GA

May 19th – Emo’s – Austin, TX

May 20th – White Oak Music Hall – Houston, TX

May 21st – Tower Theatre – Oklahoma City

May 22nd – House of Blues Dallas – Dallas, TX

May 24th – Republic New Orleans – New Orleans, LA

May 26th – Space Park – Miami, FL

May 27th – House of Blues Restaurant and Bar – Orlando, FL

May 31st – Mexico City, Mexico

**ABOUT NIKO RUBIO:**

When creating her debut project, 21-year-old singer/songwriter Niko Rubio found a never-ending muse in the Pacific Coast Highway: the iconic stretch of road that runs along the ocean for nearly the entire length of California, including the Southern California South Bay area where she grew up. Expansive and euphoric, Niko’s radiant form of songwriting perfectly echoes the pure sense of possibility that accompanies driving down the PCH.  Drawing inspiration from the collage of artists she’s come to admire throughout her life including Vampire Weekend, Lana Del Rey, Erykah Badu & twenty one pilots, as well as the mariachi & banda music her grandparents played at home, Niko’s music is an amalgamation of these influences, but unique in its effervescent melodies and unpredictable textures. Using cinematically detailed references and her effortlessly untamed vocals, Niko is ready to take those who listen to her debut EP *Wish You Were Here* and her subsequent releases on a sonic road trip along the highway where they became a possibility.

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**APPROVED PRESS IMAGE:**

Photo Credit: Lauren Dunn



**CONNECT WITH NIKO RUBIO:**

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