FOR IMMEDIATE RELEASE

JULY 15, 2022

**OLIVER TREE SHARES “PLACEHOLDER”**

**NEW SINGLE PRODUCED BY TREE, TRAVIS BARKER, & NICK LONG**

**HERALDS DELUXE EDITION OF ACCLAIMED SOPHOMORE ALBUM,**

***COWBOY TEARS*, DUE LATER THIS SUMMER**

***COWBOY TEARS – ONE LAST RIDE TOUR* BEGINS AUGUST 4 IN SAN DIEGO**

**WITH “OLIVER TREE PRESENTS: FIRE FESTIVAL”**

**ALL-STAR ONE-DAY EVENT INCLUDES SPECIAL GUESTS SMASH MOUTH, SUECO,**

**JAWNY, HUDDY, AND LITTLE RICKY ZR3**

**LISTEN TO “PLACEHOLDER”** [**HERE**](https://olivertree.lnk.to/Placeholder)

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[DOWNLOAD](https://warnermusicgroup.app.box.com/s/ep8hkbdv838fk6j3mi3m83iffudz2v8x) HI-RES ARTWORK

Chart-topping, genre-bending artist **Oliver Tree** has shared “Placeholder,” produced by **Oliver**, **Travis Barker** (Machine Gun Kelly, jxdn, WILLOW), and **Nick Long** (Machine Gun Kelly, The Chainsmokers, 5SOS), available now via Atlantic Records at all DSPs and streaming services [HERE](https://olivertree.lnk.to/Placeholder). *“This song is about a placeholder at a dinner I went to a few months back,”* says Oliver. “*The person who was supposed to be sitting next to me didn’t show up and it was the most beautiful, elegant plate and utensils set up that went completely unused. Afterwards I drove directly to the studio and wrote a song about it.”*

“Placeholder” – which Oliver recently heralded across his hugely popular social media platforms – marks the latest single from ***Cowboy Tears (Deluxe)***, an expanded release of his acclaimed sophomore LP set to arrive everywhere this summer. The new edition was first unveiled this spring with “I Hate You,” produced by **Oliver Tree** with longtime collaborators **Whethan** (The Chainsmokers, Dua Lipa, Tom Morello, Ugly God) and **Casey Mattson**, available for streaming and download [HERE](https://olivertree.lnk.to/IHateYouID).

Oliver will celebrate the deluxe release with a much anticipated new leg of his blockbuster *Cowboy Tears* North American headline tour. Oliver’s most ambitious live run to date, *Cowboy Tears – One Last Ride* gets underway August 4 at San Diego, CA’s Petco Park with his very own one-day event, “Oliver Tree Presents: Fire Festival,” featuring an all-star lineup of special guests including **Smash Mouth**, **Sueco**, **JAWNY**, **Huddy,** and **Little Ricky ZR3.** For complete details and ticket availability, please visit [www.olivertreemusic.com](http://www.olivertreemusic.com).

In the meantime, Oliver is currently traveling on a busy international live schedule that includes an eagerly awaited series of Australian headline dates and high-profile festival sets across North America. Highlights include San Francisco, CA’s Outside Lands Music & Arts Festival (August 5), Grand Rapids, MI’s Breakaway Music Festival (August 20), Toronto, ON’s Rolling Loud Toronto (September 10), Las Vegas, NV’s Life Is Beautiful (September 16), Queens, NY’s Rolling Loud New York (September 25), and Austin, TX’s Austin City Limits Music Festival (October 7-9, 14-16).

**OLIVER TREE**

**AU SHOW DATES**

**JULY**

16 - Perth, AUS - Astor Theatre

19 - Sydney, AUS - Enmore Theatre

21 - Melbourne, AUS – Forum

22 - Wayville, AUS - Spin Off Festival \*

23 - Yelgun, AUS - Splendour In The Grass \*

25 - Auckland, NZ - Great Hall, Auckland Town Hall

***COWBOY TEARS – ONE LAST RIDE***

**TOUR 2022**

**AUGUST**

4 - San Diego, CA - Oliver Tree Presents: Fire Festival @ Petco Park

5 - San Francisco, CA - Outside Lands Music & Arts Festival \*

10 - Phoenix, AZ - Arizona Federal Theatre

12 - Oklahoma City, OK - The Criterion

13 - St Louis, MO - The Factory at The District

14 - Kansas City, MO - Arvest Bank Theatre at The Midland

16 - Minneapolis, MN - The Armory

17 - Madison, WI - The Sylvee

19 - Milwaukee, WI - The Rave-Eagles Club

20 - Grand Rapids, MI - Breakaway Music Festival \*

23 - Indianapolis, IN - Egyptian Room at Old National Centre

24 - Cincinnati, OH - Andrew J. Brady Music Center

26 - Fayetteville, AR - JJ’s Live

27 - Memphis, TN - The Soundstage at Graceland

28 - Birmingham, AL - Avondale Brewing Company

30 - New Orleans, LA - Orpheum Theater

31 - St Petersburg, FL - Jannus Live

**SEPTEMBER**

2 - North Charleston, SC - Firefly Spirits Distillery

3 - Raleigh, NC - Red Hat Amphitheater

6 - Sayreville, NJ - Starland Ballroom

7 - Providence, RI - The Strand

9 - Montreal, QC - MTELUS

10 - Toronto, ON - Rolling Loud Toronto \*

16 - Las Vegas, NV - Life is Beautiful \*

25 - Queens, NY - Rolling Loud New York \*

30 - Santa Barbara, CA - Santa Barbara Bowl

**OCTOBER**

1 - Santa Cruz, CA - Santa Cruz Civic Auditorium

7-9 - Austin, TX - Austin City Limits Music Festival \*

14-16 - Austin, TX - Austin City Limits Music Festival \*

\* FESTIVAL PERFORMANCE

# # #

Released February 18, 2022, ***Cowboy Tears*** includes such hit singles as “Swing & A Miss,” “Freaks & Geeks,” and “Cowboys Don’t Cry,”all joined by official music videos streaming now at YouTube. Tracks from the album have collectively reeled in tens of millions of worldwide streams, with “Cowboys Don’t Cry” proving a true multi-media sensation boasting more than 15M streams and a smash video now with over 26.5M views via YouTube alone. Oliver premiered the track with a typically memorable performance on ABC’s *Jimmy Kimmel Live!* (streaming [HERE](https://www.youtube.com/watch?v=uSpExctkCX4)) that also featured a rendition of his RIAA gold certified viral favorite, “Life Goes On.”

With more than **2B** global streams to date, **900M**+YouTube views, **2M+** TikTok followers, and an overall social reach of **20M+**, Oliver Tree is an internet-based vocalist, producer, writer, director and performance artist whose work explores the sonic intersection where pop and alternative meet and where art and entertainment visually collide. From comedy to action sports, mock reality TV drama to WWE wrestling, the world of Oliver Tree is unlike any artist who has come before him.

Oliver’s unpredictable debut album *Ugly is Beautiful*, rocketed to #1 on *Billboard*’s “Top Rock Albums” and “Top Alternative Albums” charts upon its 2020 release while also debuting among the top 15 on the overall SoundScan/*Billboard* 200. Now boasting more than **1.6B** worldwide streams, the album – which features an array of hit singles including the RIAA platinum certified “Alien Boy” and RIAA gold certified “Hurt” – was later joined by a deluxe version highlighted by“Life Goes On,” a full-fledged, RIAA gold certified global hit now with **530M+** streams, **200M** video Views, **25M+** TikTok creates,and **30M+** TikTok Video Views.

Most recently, Oliver has written two feature length screenplays and has been perfecting his craft as a director, writer and producer through his big budget music videos which he prefers to call short films. So could this really be the final Oliver Tree album? Only time will tell. Right now it’s time to channel your inner outlaw and dig deep into *Cowboy Tears*. Whether you’re here for the shimmering hooks, high-art aesthetic, personal reckonings or just a healthy dose of social commentary, you’ve come to the right place, partner.

A picture containing person, arm

Description automatically generated

(Oliver Tree Press Photo – Credit: Jimmy Fontaine)

**CONNECT WITH OLIVER TREE**

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