FOR IMMEDIATE RELEASE

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**SARA KAYS RELEASES FAN-FAVORITE TRACK “WATCHING TV”**

**ACCLAIMED SINGER-SONGWRITER TO SUPPORT ALEC BENJAMIN AND MAX ON TOUR THIS FALL**

[**LISTEN TO “WATCHING TV”**](https://sarakays.lnk.to/watchingtv) **|** [**WATCH OFFICIAL VISUALIZER**](https://www.youtube.com/watch?v=hB3dEw-_II8)



[DOWNLOAD HI-RES ARTWORK](https://warnermusicgroup.app.box.com/s/fz393telndjig6n57lh4d3ki3ol3ttbt)

RIAA gold-certified singer-songwriter **Sara Kays** has finally shared her latest single, “**Watching TV**,” with the world, available now [**HERE**](https://sarakays.lnk.to/watchingtv). Fans have been eagerly awaiting the song since it was added to Sara’s live set list. An official visualizer is now live at Sara’s official YouTube [**HERE**](https://www.youtube.com/watch?v=hB3dEw-_II8).

*“I wrote ‘watching tv’ about a breakup I went through 2 years ago,”* says **Sara Kays**. *“It caught me so off guard because we had just been hanging out and watching tv together the night before like everything was normal. I’ve been wanting to write a song about the feeling that breakup gave me since it happened, and I finally managed to do that with this song.”*

“Watching TV” follows Kays’ earlier releases from this year including “Math” and “[When You Look At Me](https://sarakays.lnk.to/WhenYouLookAtMePR),” the latter of which was named by [Cosmopolitan](https://www.cosmopolitan.com/entertainment/music/g39316079/best-sad-songs-2022/) as one of “*11 Sad Songs From 2022 That’ll Legit Have You Weeping*.” The acclaimed Nashville-based musician first shared an early demo of “When You Look At Me” on her hugely popular [TikTok](https://www.tiktok.com/%40sarakaysmusic/video/7057234613030309167) and almost immediately earned more than **1.7M** views and close to **500K** likes. In trademark fashion, Sara was inspired by the response and quickly hit the studio to record an official version of the song.

Kays – who recently wrapped her biggest headline tour to date after supporting **Alec Benjamin** across North America earlier this year **–** will join **Alec Benjamin** again for a few dates this fall in addition to supporting **MAX** on his upcoming headline tour, beginning October 17 at The Observatory in Santa Ana, CA and traveling through mid-November. For complete details and ticket information, please visit [www.sarakays.com/tour](http://www.sarakays.com/tour).

2021 proved a landmark year for Kays, with multiple highlights including her first-ever headline tour, international performances supporting **Cavetown** in the UK, and her late night TV debut performance of the RIAA gold-certified breakthrough hit, “[Remember That Night?](https://sarakays.lnk.to/RememberThatNight)” on *The Late Show with Stephen Colbert* (streaming [HERE](https://www.facebook.com/colbertlateshow/videos/3872932099461719/)).

Having cultivated an intensely engaged and supportive audience on [TikTok](https://www.tiktok.com/%40sarakaysmusic) nearing **2M** followers, Sara is disarmingly raw about everything from body image to mental health as proven on her 2021 [*Struck By Lightning*](https://sarakays.lnk.to/StruckByLightningPR)EP. Observations, thoughts, and truths straight from the Notes app on her phone inform diary-style stories spotlighted by gentle acoustic guitar, soft ukulele, and a keyboard murmur. Profiled for [Billboard](https://www.billboard.com/articles/columns/pop/9528263/sara-kays-interview-remember-that-night-emerging-artists-spotlight/)’s “*Emerging Artists Spotlight*” and named among [People](https://people.com/music/meet-the-talented-emerging-artists-making-their-mark-summer-2021/?slide=aaa45d60-c6ce-4f45-9624-e53f28f0eacb#aaa45d60-c6ce-4f45-9624-e53f28f0eacb)’s “*Talented Emerging Artists Making Their Mark on the Musical Landscape*,” the Indiana-born artist teased the EP’s arrival with “[Backseat Rider](https://sarakays.lnk.to/BackseatRiderPR),” “[Traffic Lights](https://sarakays.lnk.to/trafficlightsPR),” “[Future Kids](https://sarakays.lnk.to/FutureKidsPR),” and “[Picture Of You](https://sarakays.lnk.to/PictureOfYouPR).” In addition to her collaboration with **Cavetown** on the title track, which arrived alongside a music video co-starring both artists (watch [HERE](https://SaraKays.lnk.to/StruckByLightningVideoPR)), the EP features the bitterly honest “Freeze” and is highlighted by her viral breakup anthem, “[Remember That Night?](https://sarakays.lnk.to/RememberThatNight),” joined by an official video now approaching **13.5M** views via YouTube [HERE](https://www.youtube.com/watch?v=HiQ8BVMyF6Q).

**WHAT CRITICS ARE SAYING ABOUT SARA:**

*“Sara Kays’ music has something to offer for everyone.”* – **PEOPLE**

*“Sara Kays knows what it takes to craft heartfelt lyrics spun with velvet, tight-knit arrangements that simply elevate the already high-flying material.”* – **AMERICAN SONGWRITER**

*“Normalizing life’s struggles that often seem easier to avoid, Sara has carved out a unique space…quickly creating a community through her message.”* – **FLAUNT**

*“Sara Kays has cultivated a devoted following by wearing her heart on her sleeve. The rapidly rising artist's growing fanbase is a testament to her understated gift for empathetic songwriting.”*– **ONES TO WATCH**

*“One Of Pop Music’s Breakout Stars” –***HUFFPOST**

**SARA KAYS ON TOUR 2022**

**SEPTEMBER**

16 – Raleigh, NC – The Ritz\*\*

**OCTOBER**

9 – Portland, OR – Crystal Ballroom\*\*

10 – Eugene, OR – McDonald Theatre\*\*

17 – Santa Ana, CA – The Observatory\*

19 – Sacramento, CA – Ace of Spades\*

21 – Portland, OR – Crystal Ballroom\*

22 – Seattle, WA – Showbox\*

23 – Vancouver, BC – Hollywood Theatre\*

27 – Las Vegas, NV – House of Blues\*

28 – Los Angeles, CA – The Wiltern\*

29 – San Francisco, CA – The Fillmore\*

**NOVEMBER**

1 – Phoenix, AZ - Crescent\*

2 – Albuquerque, NM – El Rey\*

4 – Salt Lake City, UT – The Depot\*

5 – Denver, CO – Summit Music Hall\*

8 – Dallas, TX - Echo\*

9 – Austin, TX - Empire\*

10 – Houston, TX – House of Blues\*

13 – Atlanta, GA – Buckhead Theatre\*

15 – Fort Lauderdale, FL – Revolution Live\*

17 – Orlando, FL – Plaza Live\*

19 – Tampa, FL - Orpheum\*

\*DATES w/ **MAX**

**\*\***DATES w/ **ALEC BENJAMIN**

**CONNECT WITH SARA KAYS**:

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