FOR IMMEDIATE RELEASE

MARCH 31, 2023

**SARA KAYS RETURNS WITH “BORED”**

**PLATINUM-CERTIFIED SINGER-SONGWRITER SHARES NEW SINGLE AND VIDEO**

[**LISTEN TO “BORED”**](https://sarakays.lnk.to/bored) **|** [**WATCH OFFICIAL MUSIC VIDEO**](https://youtu.be/zY3hi88Qmv4)



[DOWNLOAD ARTWORK HERE](https://warnermusicgroup.box.com/s/gasz6rvn67j7rgancqy2s9chg34dnlrv)

RIAA platinum-certified singer-songwriter **Sara Kays** returns with her new single, “[**Bored**](https://sarakays.lnk.to/bored),” arriving alongside an official music video, which premiered earlier today at [**Rolling Stone**](https://www.rollingstone.com/music/music-news/sara-kays-bored-video-release-1234706081/) – watch [**HERE**](https://youtu.be/zY3hi88Qmv4).

“*‘Bored’ is such a personal song for me*,” shares Sara. “*I’ve always been a soft-spoken person and tend to keep my thoughts inside because the feeling that what I’m saying isn’t interesting immediately enters my mind whenever I speak. These feelings have lead me to be pretty closed off in relationships because I’m worried that fully opening up to someone will make them realize how boring I am. After experiencing these feelings heavily in a relationship, I was in last year, I was inspired to write ‘Bored’ which is mostly about trying to keep the focus on the other person as much as possible in a conversation to avoid them getting bored of me. Writing this song was a fun and emotional process and I’m so excited for it to be released!*”

“Bored” follows last year’s singles including “[Math](https://sarakays.lnk.to/math),” “[When You Look At Me](https://sarakays.lnk.to/WhenYouLookAtMePR),” “[Watching TV](https://youtu.be/hB3dEw-_II8),” and her recently released cover of Owl City’s “[Fireflies,](https://sarakays.lnk.to/Fireflies)“ the latter of which quickly became a fan favorite last year as she performed on tour across North America opening for **Alec Benjamin** and **MAX**.

With over **620M** worldwide streams and an intensely engaged and supportive audience on [TikTok](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.tiktok.com%2F%40sarakaysmusic&data=05%7C01%7CAndrew.George%40atlanticrecords.com%7Cf1aebf978fcc411f6a6a08daf8d55e0b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638095892838422019%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=dKYJoCTCq87oY0mxy4m93omJ%2BzJCs3y38lPLLC8ona8%3D&reserved=0) nearing **2M**followers, Kays is disarmingly raw about everything from body image to mental health, her authenticity shining through in her powerful lyricism and expressive voice. The Nashville-based musician saw her profile grow with 2021’s breakthrough EP, [*Struck By Lightning*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsarakays.lnk.to%2FStruckByLightningPR&data=05%7C01%7CAndrew.George%40atlanticrecords.com%7Cf1aebf978fcc411f6a6a08daf8d55e0b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638095892838578235%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=bfpsma4RWsm8bVdFhl1f%2FIhs%2B3N7nIbl4EMenJa1gms%3D&reserved=0), highlighted by the RIAA Platinum-certified, viral breakup anthem, “[Remember That Night?](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsarakays.lnk.to%2FRememberThatNight&data=05%7C01%7CAndrew.George%40atlanticrecords.com%7Cf1aebf978fcc411f6a6a08daf8d55e0b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638095892838578235%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=djLlKIrPi8nuYDWdHVhSMgQQRsAUTpqpia%2FGs%2Fw1LpE%3D&reserved=0)“. Kays quickly garnered critical acclaim spanning [**Billboard**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.billboard.com%2Farticles%2Fcolumns%2Fpop%2F9528263%2Fsara-kays-interview-remember-that-night-emerging-artists-spotlight%2F&data=05%7C01%7CAndrew.George%40atlanticrecords.com%7Cf1aebf978fcc411f6a6a08daf8d55e0b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638095892838422019%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=zqcr0weXRqmBXy8og3w%2BtwJsDifZSVn90T4GEsnF1ho%3D&reserved=0)‘s “*Emerging Artists Spotlight*” and [**PEOPLE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpeople.com%2Fmusic%2Fmeet-the-talented-emerging-artists-making-their-mark-summer-2021%2F%3Fslide%3Daaa45d60-c6ce-4f45-9624-e53f28f0eacb%23aaa45d60-c6ce-4f45-9624-e53f28f0eacb&data=05%7C01%7CAndrew.George%40atlanticrecords.com%7Cf1aebf978fcc411f6a6a08daf8d55e0b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638095892838422019%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=bFhVMWSr6NpwZiD2i70XTFi9LtYwjNuDeG8B7RoWDiA%3D&reserved=0)‘s “*Talented Emerging Artists*” lists, as well as making her national late night TV debut performing “Remember That Night?” on CBS’[**The Late Show with Stephen Colbert**](https://www.facebook.com/watch/?v=3872932099461719). With more new music on the horizon, Sara is poised to stake a claim as one of today’s most powerful and poignant singer-songwriters.



[DOWNLOAD PRESS PHOTOS HERE](https://warnermusicgroup.box.com/s/gasz6rvn67j7rgancqy2s9chg34dnlrv)

CREDIT: CHASE DENTON

**WHAT CRITICS ARE SAYING:**

*“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**

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