**GRANDMA SHARES MAXIMALIST POP ANTHEM**

**“GOD HIRED YOU TO BE MY BABY”**

 **LIFTED FROM HIS UPCOMING EP *ANGELHOOD,* OUT AUGUST 12**

**LISTEN TO “GOD HIRED YOU TO BE MY BABY”** [**HERE**](https://grandma.lnk.to/ghytbmbPR) **| WATCH OFFICIAL MUSIC VIDEO** [**HERE**](https://www.youtube.com/watch?v=hqfwOyVzeSk)



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Genre-bending alternative artist **grandma** is back with his latest single, “**God Hired You To Be My Baby**,” available for streaming and download [HERE](https://grandma.lnk.to/ghytbmbPR). The guitar-driven anthem is joined by an official music video, premiering today at YouTube [HERE.](https://www.youtube.com/watch?v=hqfwOyVzeSk)

*“‘God Hired You To Be My Baby’ channels maximalist nineties pop to tell the tale of a person who views their relationship as a divine paid gig,”* says grandma. *“Leaning into the themes of intimacy and the machine with lines like ‘You got shadow banned for acting how you act on live,’ although it is overtly vapid, the song aims to capture the idea that there is labor to love.”*

“God Hired You To Be My Baby” marks the latest track from grandma’s eagerly anticipated EP, ***Angelhood***, to be released August 12, 2022. The EP will also include recent singles “[I Met God Online](https://grandma.lnk.to/iMetGodOnlinePR)” and “[Blue Atlanta](https://grandma.lnk.to/BlueATLPR).” A dreamy ode to darkness and disengagement, “Blue Atlanta” was met by applause from such outlets as *Lyrical Lemonade*, which declared it to be “*an all-out spectacle…a very calm, peaceful vibe that clashes with these epic, momentous synths that never seem to get too over-the-top, but extend just enough emotion to allow grandma to truly let his passion and heart show.*” An official music video, co-directed by Jack Dalton and grandma himself, is streaming now at YouTube [HERE.](https://youtu.be/SsmCQMu1Y7o)

Hailed by *Highsnobiety* for “*crafting music that pushes the notion of genre experimentation and fusion to unimaginably innovative heights*,” grandma – a.k.a. multi-instrumentalist/producer Liam Hall – has earned applause for his fascinating amalgam of bedroom hip-hop, raw funk, alternative R&B, and lo-fi pop, showcased on 2019’s debut mixtape, [*Even If We Don’t Get It Together*](https://grandma.lnk.to/EIWDGIT).The project – which features such groundbreaking tracks as “[Stomp and Grind (Feat. Rico Nasty)](https://youtu.be/gBjmsupedLs),” “[Downtown Life](https://grandma.lnk.to/DowntownLifePR),” and “[Shallow Water](https://grandma.lnk.to/ShallowWater),” – was followed in 2020 by an extensive string of chameleonic singles, including “[Everybody’s On Their Phone](https://grandma.lnk.to/EverybodysOnTheirPhone),” which was featured on SiriusXM Alt Nation’s Advanced Placement and described by *PAPER Magazine* as a *“reassuring and observant new song*”, and “[Virtually Anything](https://grandma.lnk.to/VirtuallyAnythingPR),” an acclaimed collaboration with anti-pop star sophie meiers which earned acclaim from *Nuance Magazine* as “*an extremely enticing track that is a must listen for any alternative/R&B fans.*”

Known throughout Atlanta’s pop and hip-hop scenes for his skills as a singer, songwriter, musician, producer, programmer, arranger, and visual artist, grandma has received a wide range of media attention, with *Pigeons & Planes* naming him “*Best New Artist of the Month*” and *A1234* declaring, “*grandma, I have no doubt, will soon be the soundtrack to many people’s adolescence as his genre-defying talent speaks to a whole new generation of music lovers.*” The preternaturally talented polymath maintained a steady flow of tracks through 2020, including “[Chills](https://grandma.lnk.to/ChillsPR),” “[Bested](https://grandma.lnk.to/BestedPR),” and “[Growing Up Is Strange](https://grandma.lnk.to/GrowingUpIsStrangePR),” all of which were accompanied by self-made companion videos, streaming now at his official YouTube channel [HERE](https://www.youtube.com/channel/UCEqOb32e1cmmc0kacPbDgPw).

Now grandma is poised to push his distinctive brand of personal pop ever higher, reaching heavenward with a one-of-a-kind sound and vision unlike any other. Expect more music from this new chapter soon.

CONNECT WITH GRANDMA

[INSTAGRAM](https://www.instagram.com/atlgrandma/) | [TIK TOK](https://www.tiktok.com/%40atlgrandma) | [TWITTER](https://twitter.com/atlgrandma?lang=en) | [YOUTUBE](https://www.youtube.com/channel/UCEqOb32e1cmmc0kacPbDgPw)

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