**WILLOW AVALON UNVEILS “STRANGER” – DEBUT SINGLE FOR ATLANTIC RECORDS/ASSEMBLE SOUND**

**LISTEN** [**HERE**](https://willowavalon.lnk.to/stranger)

**LIFTED OFF THE GEORGIA-BORN, NY-BASED ARTIST’s DEBUT EP – DUE OUT TOP OF 2024**



*download hi-res press photo* [*HERE*](https://warnermusicgroup.box.com/s/uzz2ykbapsk3imnf7f8v8e5um863nv1g)*; credit: Willow Avalon*

October 5, 2023 – Georgia-born, NY-based singer-songwriter **Willow Avalon** shares “**Stranger**,” her debut single for **Atlantic Records/Assemble Sound** – **listen** [**here**](https://willowavalon.lnk.to/stranger) + **watch the lyric video [here](https://www.youtube.com/watch?v=gV8-VyRKDLE)**.

Pairing vulnerable lyrics with infectious melodies and folk-tinged instrumentation, the standout track is lifted off Willow’s **forthcoming debut EP**, a five-song project recorded with a group of close friends and collaborators at the famed **Electric Lady Studios** in Greenwich Village, set to arrive at the top of 2024.

**Of “Stranger,” Willow shares:**

*“I wrote ‘Stranger’ about my love-hate relationship with love itself. I wasn’t raised with a normal or healthy picture of love, which has made navigating love in my adult life rather difficult. Every time I’d open up my heart to someone new, I’d discover a wall I never knew was there. ‘Stranger’ is about how I keep people I love at a distance, until I can knock those walls down and fully let them in.”*



*download hi-res artwork* [*HERE*](https://warnermusicgroup.box.com/s/2kpvk008km74bzektqr67l4dcvh5yi0k)

Today’s release follows two reworks of Willow’s viral single “**Drivin**,” which both arrived over the summer – listen to “**Drivin (feat. Field Medic)**” [**here**](https://willowavalon.lnk.to/DrivinFieldMedic) + “**Drivin (feat. Runnner)**” [**here**](https://willowavalon.lnk.to/DrivinRunnner). The former was accompanied by a **dreamy video**, starring Willow and Field Medic performing the song from the back of a car as it drives down a desert highway at golden hour (**watch** [**here**](https://www.youtube.com/watch?v=EsQN9d2ccjM)).

Self-released while Willow was living in LA, the original recording of “**[Drivin](https://open.spotify.com/track/3BTDqzeIsW7Q3VBJmQUxbP?si=00439e51ee2444cb)**” was named to Spotify’s **Best Indie Songs of 2022**, quickly put into rotation on NPR affiliate station **KCRW**, and met with immediate critical acclaim, with **The Line of Best Fit** proclaiming: *“Avalon channels a Steve Nicks-like songwriting prowess.”*

Raised on soul legends like Roberta Flack and Sly Stone, Willow got her start playing in rock bands near her tiny Georgia hometown. “It’s got one stop sign, a biker bar that doesn’t allow women, a Baptist church, a liquor store that got run out by the Baptist church, and that’s about it,” says Willow, who also spent much of her childhood working on old cars. By age 14 she’d landed a gig opening for Drive-By Truckers in nearby Athens, a revelatory moment in her journey as a musician. “I remember seeing how their music touched every single person in the room, and I realized I wanted to do that too,” she recalls.

Now based in New York, Willow has balanced EP sessions at Electric Ladywith frequent viral moments on [TikTok](https://www.tiktok.com/%40willowavalon) – where she boasts **over 330K followers** and **12M likes** – gaining overnight fame via a massively viral late-2022 video in which she gave a tour of her Hell’s Kitchen apartment, showing off her now-departed pet possum Bowie (whom Willow often dressed in sweaters and cowboy hats) along with such thrifted treasures as a set of medical encyclopedias from the ’40s, a Stainer violin with a rattlesnake tail stuck inside, and the antique typewriter on which she writes many of her lyrics. Willow’s content effortlessly showcases her vintage style, eclectic apartment, and confessional-style songwriting.

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**ABOUT WILLOW AVALON:**

A rural-Georgia native whose first word was Elvis, Willow Avalon grew up playing piano in church, taught herself guitar at age 12, and soon started writing songs as a form of escape and salvation. After leaving home at 15 and briefly living in her car, the 25-year-old singer/songwriter made her way to California and eventually settled in New York City, where she resides in a Hell’s Kitchen apartment transformed into her own outlandish wonderland. Newly signed to Atlantic Records – thanks in part to the breakout success of her self-released single “Drivin” – Willow is now set to deliver her debut EP *Stranger*, a perfect introduction to her infinitely charmed and wildly unpredictable world.

**CONNECT WITH WILLOW AVALON**

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