**WILLOW AVALON OFFICIALLY RELEASES VIRAL SONG**

**“GETTIN’ RICH, GOIN’ BROKE”**

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

**TEASES OF TRACK AMASSED OVER 5 MILLION VIEWS ON TIKTOK, WHILE THE GEORGIA-BORN, NY-BASED ARTIST GAINED OVER 45K FOLLOWERS ON THE PLATFORM**

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**NEW SONG COMES OFF DEBUT EP *STRANGER* - DUE OUT FEBRUARY 29 VIA ATLANTIC RECORDS/ASSEMBLE SOUND**

**LEAD SINGLE** [**“STRANGER”**](https://willowavalon.lnk.to/stranger) **BECAME TOP PLAYED SONG ON**

 **SIRIUSXM’S THE SPECTRUM & HITS1 RADIO**

**WILLOW SUPPORTING BRISTON MARONEY ON SELECT US DATES +**

**PLAYING HANGOUT MUSIC FESTIVAL THIS SPRING**

*“Channelling trans-generational trauma into superlative pop… Avalon’s songwriting bears the hallmarks of resilience and a life lived, hitting melancholic sweet spots with a grandiose flourish that recalls Stevie Nicks, Jackson Browne and Reba McEntire.”* – **THE LINE OF BEST FIT**

*“Viral sensation”* – **AMERICAN SONGWRITER**

 

*download hi-res press photo* [*HERE*](https://warnermusicgroup.box.com/s/w81twi2u09gaz8jldaja40acpibww97i)*; credit: Kristin Karch*

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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 set to deliver her debut EP *Stranger* on February 29, 2024, a perfect introduction to her infinitely charmed and wildly unpredictable world.

**CONNECT WITH WILLOW AVALON**

[INSTAGRAM](https://www.instagram.com/willowavalon/?hl=en) | [TIKTOK](https://www.tiktok.com/%40willowavalon) | [YOUTUBE](https://www.youtube.com/%40willowavalon/featured)

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