FOR IMMEDIATE RELEASE

NOVEMBER 20, 2020

**TAYLA PARX GIVES YOU *COPING MECHANISMS***

**MULTIPLE GRAMMY® AWARD NOMINATED POWERHOUSE DROPS LONG-AWAITED SECOND ALBUM**

**STREAM *COPING MECHANISMS*: [TAYLAPARX.LNK.TO/COPINGMECHANISMSPR](https://TaylaParx.lnk.to/CopingMechanismsPR)**

**“SYSTEM” RECEIVES FUNKY, DANCE-FILLED VISUAL**

 **WATCH HERE:** [**TAYLAPARX.LNK.TO/SYSTEMVIDEO**](https://TaylaParx.lnk.to/SystemVideo)

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[*DOWNLOAD COPING MECHANISMS ARTWORK HERE*](https://press.atlanticrecords.com/tayla-parx/)

It’s here. Multiple GRAMMY® Award-nominated recording artist Tayla Parx drops her second full-length album today via Atlantic Records/TaylaMade. Rather than let a breakup break her, Parx parlayed healthy coping mechanisms into bold bops. By doing so, she strengthened herself and her art as evidenced on the long-awaited *COPING MECHANISMS*. The album drops alongside the official “System” music visual, an ultra-funky, dance-filled experience directed by Joe DeSantis and produced by Jen Sanchez of WeThemUs. Watch [HERE](https://TaylaParx.lnk.to/SystemVideo). *COPING MECHANISMS* is available now via TaylaMade/Atlantic at all DSPs and streaming services [HERE](https://TaylaParx.lnk.to/CopingMechanismsPR).

“My album *COPING MECHANISMS* was done before the pandemic hit,” notes Parx. “When I wrote it, the album helped me cope through a broken relationship but through the last few months it’s found a whole new meaning and purpose. Coping is about healing and finding your way back to joy. I hope this album helps you heal and find reasons to smile during these difficult times. My hope is that you share that newly discovered joy because the world needs you right now!”

Last week, Parx dropped “[Fixerupper](https://taylaparx.lnk.to/FixerupperPR)” leading up to COPING MECHANISMS alongside a dreamy, 70s pastel [visual companion](https://taylaparx.lnk.to/FixerupperPR/youtube), which *Billboard* considered a “grade-A pop dance beat.” Prior, Parx premiered her track “[Residue](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftaylaparx.lnk.to%2FResiduePR&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C8794ffb6df3147ee20e008d871de9647%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637384548298701081&sdata=d42DwWztbXLq%2B17hJAV1XK8rsRcB40FlgQdJiLzyEq4%3D&reserved=0)” and its spooky [animated visual](https://www.youtube.com/watch?v=TtkFQB5c2Rs), which *The AV Club* called “a haunting pop jaunt [with] alluring vocals, gauzy harmonies, and a particularly bewitching guitar.” In May, Parx released her lead single “[Dance Alone](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftaylaparx.lnk.to%2FDanceAloneYA&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7Cee03d1bb1c8f419bc36a08d824e31a17%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637299905333015856&sdata=KrvaMZxAjqHZD%2F43Oid07Cr4XuY5TDZdbyEVYYJEhik%3D&reserved=0)” alongside a groovy and timely [companion visual](https://www.youtube.com/watch?v=I39D2KVDhQk) to widespread critical praise as well; *Variety* raved that it “has perhaps the defining chorus of 2020.” The track has currently garnered over 1.7 million Spotify streams while being featured on Michelle Obama’s #BlackGirlMagic playlist and highlighted in an episode of her podcast.

Parx recently released *A Blue State*, a powerful cover compilation mini project reflecting her mood and political nuance. Parx pays homage to Kirk Franklin’s “I Smile,” Marvin Gaye’s “What’s Going On” and Lauryn Hill’s “Everything is Everything.” *A Blue State* is available now via TaylaMade/Atlantic at all DSPs and streaming services [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftaylaparx.lnk.to%2FABlueState&data=02%7C01%7CChandler.Owen%40atlanticrecords.com%7C469ad126cce54842e56c08d866d306b5%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637372404375798752&sdata=8lK9ri7zqmpC3ZhhLT4OraOGW07kUnfKksH5%2BgWUWEw%3D&reserved=0).

**ABOUT TAYLA PARX**

By gently caring for herself first, Tayla Parx blossoms as an artist. As a result, the GRAMMY® Award-nominated singer, songwriter, performer, and disruptor empowers, enlightens, and emboldens audiences. Since 2017, she has transcended expectations, conventions, and boundaries, generating tens of millions of streams with each project and earning recognition from critics, peers, and fans all the way up to First Lady Michelle Obama.

Following her breakout *TAYLAMADE* mixtape and the success of her smash “Runaway (Feat. Khalid) (29 million streams), she made a statement on her 2019 debut album, [*WE NEED TO TALK*](https://taylaparx.lnk.to/WeNeedToTalkWE). Powered by such anthems as “[I Want You](https://atlantic.lnk.to/IWantYouID)” (6.3 million Spotify streams), “[Me Vs. Us](https://www.youtube.com/watch?v=Fuind6upxyc)” (1.3 million Spotify streams), and “[Rebound (Feat. Joey Bada$$)](https://taylaparx.lnk.to/WatchRebound)” (1.2 million Spotify streams), the collection incited critical applause from *Rolling Stone* who observed, “The new album, like Parx’s best hits, is playful and conversational, blending pop, R&B and traces of rap.”

As her profile rose, Parx served up an unforgettable live show night after night on tour with the likes of Lizzo and Anderson.Paak. Concurrently, she established herself as a history-making force behind-the-scenes with a discography streamed over 1 billion times and counting. Christened a 2019 “Hitmaker” by *Billboard*, Tayla made history as the first female songwriter to log three simultaneous Top 10 entries on *Billboard*’s “Hot 100” since 2014 for penning Ariana Grande’s “7 Rings” and “thank u, next” and Panic! At The Disco’s “High Hopes.” Tayla’s GRAMMY® Award-nominated catalog also comprises Janelle Monáe’s *DIRTY COMPUTER*, Christina Aguilera’s “Like I Do (Feat. GoldLink],” The Internet’s “Ego Death,” and *Hairspray*. Further, Parx wrote on Ariana Grande’s sixth studio album *Positions*, which topped the Billboard charts within its first week.

Along the way, Parx also worked on Tayla – giving way to her second full-length album, *COPING MECHANISMS*. “I’m ever-changing,” Parx says. “I’m unwilling to let my creative side die—ever. I’m a businesswoman, I’m a brand, and I’m a human. I’m working on being a better one all the time too. I’m going to allow myself to continue to evolve. My message is, *‘It’s okay to not be okay sometimes.’* It’s also okay to be better than okay other times. Be nice to yourself. Go through those growing pains, because they enable you to become who you’re meant to be.”

**COPING MECHANISMS TRACKLISTING:**

1. Sad
2. Dance Alone
3. System
4. Stare
5. Fixerupper
6. Bricks
7. Residue
8. Justified Ft. Tank and The Bangas
9. Nonchalant
10. Nevermind
11. Last Words
12. You Don’t Know

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**CONNECT WITH TAYLA PARX**

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