**AVA MAX UNLEASHES POWERFUL**

**NEW SINGLE “EVERYTIME I CRY”**

**CLICK** [**HERE**](http://avamax.lnk.to/EveryTimeICry) **TO LISTEN**

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Global pop sensation **Ava Max** unleashes her powerful new single “**EveryTime I Cry**” TODAY! An undisputed summer smash, the highly-anticipated, adrenaline-fueled track is pure electropop perfection.

Click [**HERE**](http://avamax.lnk.to/EveryTimeICry) to listen.

Of the empowering single, Ava says, “After every struggle you go through you become a little bit stronger. And every tear you shed is not wasted, but becomes your river of hope.”

Making her mark as one of the most-streamed female artists in the world, Ava’s previous single “[**My Head & My Heart**](https://www.youtube.com/watch?v=w8mBplMtwJ8)” exploded on the charts upon its release, racked up more than 401 million global streams and skyrocketed into the Top 15 on Pop radio. It followed Ava’s last Platinum single [“**Kings & Queens**,”](https://www.youtube.com/watch?v=jH1RNk8954Q) which has over 1 billion million global streams, held the #1 spot on the Hot AC chart for 8 straight weeks and peaked at #2 on Pop radio.

Ava is the daughter of Albanian immigrants and has grinded since grade school, exploding in the music world on a global scale with her 2018 triple-platinum smash [“**Sweet but Psycho**.”](https://www.youtube.com/watch?v=WXBHCQYxwr0) Streamed over 2.1 billion times by 2020, the song clinched a spot in the Top 10 of the *Billboard*Hot 100 for three weeks. Ava only accelerated this rapid rise to pop superstardom with the Gold-selling [“**So Am I**”](https://www.youtube.com/watch?v=SxGLPVvNjvY) [927 million global streams], [“**Salt**”](https://www.youtube.com/watch?v=PKWHYLtmAGA) [1.5 billion global streams], “[**Kings & Queens**](https://www.youtube.com/watch?v=jH1RNk8954Q)” [1 billion global streams] and “[**Who’s Laughing Now**”](https://www.youtube.com/watch?v=89S-RbszwJE) [301 million global streams]. In the middle of this whirlwind, she pieced together her 2020 full-length debut album,***Heaven & Hell***, which quickly rose to Gold certification upon release.

“A true hit-maker” – ***Forbes***

“This is pop at its most shimmery and divine” – ***Wonderland***

“Ava Max Claims Her Throne…” ***– Rolling Stone***

“One of pop music’s brightest stars” ***– People***



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**PRESS CONTACTS**:

**The Oriel Co**

Carleen Donovan

carleen@theoriel.co

Amanda Brophy

amanda@theoriel.co

**Atlantic Records**

Andrew George

andrew.george@atlanticrecords.com