A picture containing gear

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**ED SHEERAN ANNOUNCES NEW ALBUM ‘=’**

**OUT EVERYWHERE OCTOBER 29 VIA ATLANTIC RECORDS**

**‘=’ AVAILABLE FOR PRE-ORDER** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fes.lnk.to%2FEquals&data=04%7C01%7CGlennFukushima%40elektra.com%7C7f79553cdeca4626d05e08d96262f842%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637648999470820715%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=HHt6AsT5p9w8z92G297Qqo8R%2Fu3yl8GjmKO0Lk5V5hA%3D&reserved=0)

***“‘=’ (Equals) is a really personal record and one that means a lot to me. My life changed greatly over the past few years – I got married, became a father, experienced loss, and I reflect on these topics over the course of the album. I see it as my coming-of-age record, and I can’t wait to share this next chapter with you.”***

**GLOBAL SUPERSTAR ALSO REVEALS ALBUM’S OFFICIAL TRACKLIST & RELEASES POIGNANT NEW SONG, “VISITING HOURS,” ALONGSIDE STUNNING PERFORMANCE VIDEO**

[**DOWNLOAD/STREAM**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fes.lnk.to%2FVisitingHours&data=04%7C01%7CGlennFukushima%40elektra.com%7C7f79553cdeca4626d05e08d96262f842%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637648999470820715%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=uJDV%2BPmgmVIqmxjUV0X6NPDEYpVUKBvOuD2E1SIQZbM%3D&reserved=0)**: “VISITING HOURS”**

[**WATCH**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fes.lnk.to%2FVisitingHours%2Fyoutube&data=04%7C01%7CGlennFukushima%40elektra.com%7C7f79553cdeca4626d05e08d96262f842%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637648999470830706%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=sn0KZaA8zMWtM1biAmUWxc%2FsQVVGL8NHODuh9BKovjo%3D&reserved=0)**: “VISITING HOURS” PERFORMANCE VIDEO**

**A pair of black shoes on a colorful surface

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**CURRENT SINGLE “BAD HABITS” CONTINUES ITS ASCENT ON THE CHARTS**

**LIVE PERFORMANCE FROM THE 2021 NFL KICKOFF ON SEPTEMBER 9**

**TO AIR NATIONALLY ON NBC**

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(New York, NY – August 19, 2021) Global superstar **Ed Sheeran** has announced details for his new album **‘=’ (**pronounced ‘**Equals’)**, confirmed for release on **October 29** through **Atlantic Records** (pre-order [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fes.lnk.to%2FEquals&data=04%7C01%7CGlennFukushima%40elektra.com%7C7f79553cdeca4626d05e08d96262f842%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637648999470820715%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=HHt6AsT5p9w8z92G297Qqo8R%2Fu3yl8GjmKO0Lk5V5hA%3D&reserved=0)). To coincide with today’s news, Ed has both revealed the album’s official tracklist and released the emotionally charged, album track ***‘Visiting Hours,’***alongside a beautiful performance video (watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fes.lnk.to%2FVisitingHours%2Fyoutube&data=04%7C01%7CGlennFukushima%40elektra.com%7C7f79553cdeca4626d05e08d96262f842%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637648999470830706%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=sn0KZaA8zMWtM1biAmUWxc%2FsQVVGL8NHODuh9BKovjo%3D&reserved=0)).

***“‘=’ (Equals) is a really personal record and one that means a lot to me. My life changed greatly over the past few years – I got married, became a father, experienced loss, and I reflect on these topics over the course of the album. I see it as my coming-of-age record, and I can’t wait to share this next chapter with you.”***

**‘=’** - the fourth instalment in Sheeran’s symbol album series – is Ed’s most accomplished work yet; the evolution of an artist who continues to tread new ground. A body of songs that were made over a four-year period following his seminal ‘÷’ (Divide) album era, thematically, ‘=’ finds Ed taking stock of his life and the people in it, as he explores the varying degrees of love (‘*The Joker And The Queen’*, ‘*First Times*’, ‘*2step'*), loss (‘*Visiting Hours*’), resilience (*‘Can’t Stop The Rain’*) and fatherhood (‘*Sandman*’, ‘*Leave Your Life*’), while also processing his reality and career (*‘Tides’*). Sonically, ‘=’ encapsulates Ed’s versatile musical palette, spanning signature, guitar-led tracks and world-class balladry to weightier, euphoric production moments, as first showcased on the album’s lead single *‘Bad Habits,’* released earlier this summer.

**‘=’ Official Tracklist:**

1. Tides

2. Shivers

3. First Times

4. Bad Habits

5. Overpass Graffiti

6. The Joker And The Queen

7. Leave Your Life

8. Collide

9. 2step

10. Stop The Rain

11. Love In Slow Motion

12. Visiting Hours

13. Sandman

14. Be Right Now

‘=’ seamlessly captures both the intimate and every day; elevating universal experiences to a higher plane as reflected by ‘*Visiting Hours’* – a track that finds Ed coming to terms with the loss of his mentor and friend, Michael Gudinski, and written shortly after his passing: *“I wish that heaven had visiting hours / So I can just swing by and ask your advice”*. Performed for the first time at Michael’s State Memorial in March, the poignant track, which is joined by a stripped performance video (watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fes.lnk.to%2FVisitingHours%2Fyoutube&data=04%7C01%7CGlennFukushima%40elektra.com%7C7f79553cdeca4626d05e08d96262f842%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637648999470830706%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=sn0KZaA8zMWtM1biAmUWxc%2FsQVVGL8NHODuh9BKovjo%3D&reserved=0)), features backing vocals from Michael’s close friends, Kylie Minogue and Jimmy Barnes.

Written and recorded across Suffolk, London, Sweden and LA, the album’s executive production comes from Ed Sheeran, FRED (No.6 Collaborations Project) and Johnny McDaid (Divide), with additional writing and/or production provided by Steve Mac, Joe Rubel, Amy Wadge, Foy Vance, Elvira Anderfjard, David Hodges, Andrew Watt, Lou Bell, Natalie Hemby and Ben Kweller. Sheeran’s brother, Matthew, a composer, also contributes stunning string arrangements on ‘*First Times’* and ‘*The Joker And The Queen’*. The album artwork is a vivid collage of butterfly imagery symbolizing the albums’ thread of ‘new life’ and is backdropped by one of Ed’s own abstract paintings.

In June, Sheeran released the album’s lead single, *‘Bad Habits’*, which continues its ascent on the US charts, while the companion music video has amassed over 120 million views & received 3 nominations at this year’s MTV Video Music Awards, including the coveted “Video of the Year.”

In his native UK, the track has spent seven consecutive weeks and counting at #1, and is the fastest track to reach half a million sales this year. Looking ahead, Sheeran will play an intimate fan show at London’s O2 Shepherds Bush Empire on September 2 to celebrate the 10th anniversary of his debut album ‘+’, before coming stateside for a nationally televised performance at the 2021 NFL Kickoff on September 9, ahead of the season opening game between the defending Super Bowl champion Tampa Bay Buccaneers and Dallas Cowboys, airing on NBC.

\* \* \*

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**PRESS IMAGE PHOTO CREDIT: DAN MARTENSEN**

A person with red hair

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**ABOUT ED SHEERAN:**

Ed Sheeran is an era-defining artist. From record-breaking sales across his recorded music and live performances, and a plethora of award wins to his name, the British singer-songwriter is the boundless talent behind some of the biggest songs in history. The four-time GRAMMY award winner has consistently resonated with fans across the world with his peerless songcraft and exceptional music palate. With four multiplatinum, critically acclaimed albums under his belt – ‘+’ (2011), ‘x’ (2014), ‘÷’ (2017) and ‘No.6 Collaborations Project’ (2019) - Sheeran has amassed more than 60 billion streams and sold over 50 million albums, globally to date; he is also one of only six artists to have three songs – “Thinking Out Loud,” “Perfect,” and “Shape Of You” - earn RIAA Diamond-certification, for sales equivalents exceeding 10 million in the US alone. An unparalleled live performer, Sheeran’s most recent, two-year ÷ world tour made history becoming the most-attended and highest-grossing tour of all time.

\* \* \*

**For all press inquiries, please contact:**

Glenn Fukushima - [GlennFukushima@elektra.com](mailto:GlennFukushima@elektra.com)

Jason Davis - [Jason.Davis@atlanticrecords.com](mailto:Jason.Davis@atlanticrecords.com)

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