FOR IMMEDIATE RELEASE

SEPTEMBER 4, 2020

**R&B SINGER-SONGWRITER IV JAY RELEASES EAGERLY AWAITED NEW PROJECT**

[***5TH ELEMENT***](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2F5thElement&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779195471&sdata=RulIHo7LfpdwJXLFIqp6nGC%2FzdGGUSdPF3gcJCRD17o%3D&reserved=0)

**COLLECTION INCLUDES “FOR YOU (FEAT. DON TOLIVER),”**

**+ SINGLES “**[**NO FUN**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2FNoFunPR&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779195471&sdata=2GDpHxb84CxvwtlKs0OputRZ1rpD2JF%2FqgNZObbQ5wU%3D&reserved=0)**,” “**[**LOVE SONG**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2FLoveSongID&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779205465&sdata=ZVfIeUjmhs2RyH3sDN5hPYCkMr72O%2FF%2BR7Vrz0vpmak%3D&reserved=0)**,” AND “**[**THE HARD WAY**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2FTheHardWayID&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779205465&sdata=MPD5I2IFBSrmx7on2AqJ3UNg7tNcrZxNUNzcn%2FO7s48%3D&reserved=0)**”**

***5TH ELEMENT* ARRIVES TODAY VIA ATLANTIC RECORDS/SO AMAZING ENTERTAINMENT**

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***“Make no mistake, IV Jay is ready to conquer the world of music.” – Teen Vogue***

Atlantic Records/So Amazing Entertainment singer-songwriter IV JAY has announced today’s release of her eagerly awaited new project *5TH ELEMENT*. Highlighted by tracks such as “For You” featuring Houston artist Don Toliver, the explosive “No Fun,” “Love Song,” and “The Hard Way,” the project showcases every side of the versatile 19-year-old.

[STREAM/DOWNLOAD *5th ELEMENT*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2F5thElement&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779215465&sdata=54OiAf6U0CpUuWmQgMJjNchw%2BtCZnEgPpk55wBdWAzY%3D&reserved=0)

“No Fun” recently heralded *5TH ELEMENT* along with its official music video streaming [HERE](https://www.youtube.com/watch?v=UfUO4NA0Riw)*.* The single was written entirely by IV herself, who warns she’s “*no fun to be around / might just burn this bitch down*” in the hard-hitting track. “Love Song” – co-written by groundbreaking R&B singer-songwriter Pink Sweat$ – is joined by an equally powerful companion video, streaming now at YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D4L6Py-JdcM0&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779225462&sdata=m%2FoRLW8muilRAYpZ3gx0qU%2FzBLQEvxGOPtvdkxoeqbw%3D&reserved=0) following its official premiere via PAPER. Directed by Nathan R. Smith (Dram, Joey Bada$$, 2 Chainz), the video offers support to [The Ally Coalition](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftheallycoalition.org%2F&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779225462&sdata=kXdh54xpdJCtmPI363LoREjef6jluBwt27Q8KamTZPE%3D&reserved=0) in their work alongside musicians to empower LGBTQ Youth – for more information, please visit [https://theallycoalition.org](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftheallycoalition.org%2F&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779235455&sdata=6uuXBfhU11kg4sz%2BeSy%2BOmdoymURHTplQKcKir4%2BMzw%3D&reserved=0).

“The Hard Way” dropped in June, accompanied by an animated quarantine video, streaming now at YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dr-vITf13AP0&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779235455&sdata=rQbEOCy4Plnbq0a%2BmWQo5JvLbKpkkxBN1XTOfHyZU54%3D&reserved=0) following its official premiere via [NYLON](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.nylon.com%2Fentertainment%2Fiv-jay-the-hard-way-video-premiere&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779245447&sdata=wtj4KRg2iMsUKfcOgGfVB1uhEL0mr0qmU2wNW3mHieo%3D&reserved=0) which hailed IV JAY for “her clear-eyed vocals and stories of growing up at the lyrical forefront.”

Along with *5TH ELEMENT*, IV JAY has contributed a soothing rendition of “Rock A Bye Baby” to Atlantic Records’ all-star children’s music benefit compilation featuring Sia, Portugal. The Man, christina perri, Charlotte Lawrence, and many more. *AT HOME WITH THE KIDS* is available now at all DSPs and streaming services. 100% of Atlantic Records’ net proceeds from *AT HOME WITH THE KIDS* will benefit Save the Children, an organization helping better the lives of children across the globe by providing them with a healthy start, an opportunity to learn and protection from harm.

[STREAM *AT HOME WITH THE KIDS*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fathomewiththekids.lnk.to%2FalbumPR&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779245447&sdata=kfAxv9gsydrfaG3Nz8MOVwluAQfyAhD2BnGDFy%2Ficjw%3D&reserved=0)

*5TH ELEMENT* follows IV JAY’s 2018 breakthrough debut EP, [*IV*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2FIVAY&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779255443&sdata=0MpAkFn857xCt%2F73Bn2vVxwyRPDIW0LfiNDC9iLKiKo%3D&reserved=0), available now at all DSPs and streaming services. [*IV*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2FIVAY&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779255443&sdata=0MpAkFn857xCt%2F73Bn2vVxwyRPDIW0LfiNDC9iLKiKo%3D&reserved=0) is highlighted by the hit single, “Thirsty,” available for individual streaming and download [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2FThirstyAY&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779265436&sdata=4lXGJlDosKYNOLgH130e%2BDlQpHJw7csahSaVmepPJIc%3D&reserved=0). The track is joined by a companion video, streaming now via YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D8qGfsuPWz8A&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779265436&sdata=2CXANK5t5KPuZLeTR9YdDM7j%2B4ySP7zDwsM2K1%2BoM58%3D&reserved=0) following its exclusive premiere in [The FADER](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.thefader.com%2F2018%2F09%2F28%2Fiv-jay-thirsty-video&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779275430&sdata=%2Fwx196jf8JGUA003HamHep%2BuPpkA3jbrEutStehyGMg%3D&reserved=0) which wrote, “(IV JAY) makes pop-leaning R&B propped up by sultry vocals… A confident and subtle flex, (‘Thirsty’) calls out all the desperate boys hitting up her phone and politely asks them to ‘please, just leave me alone!’”

As if that weren’t enough, IV JAY also recently teamed with Luh Kel for the R&B hit, “[Tweakin](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DRraBH-aw19g&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779275430&sdata=djyCgOkf2qvLp20yXgwNJ7oE760UbDEq%2BIb%2BL9actUM%3D&reserved=0),” earning more than *10 million* streams worldwide. The track is joined by an official companion video, now with over 7 million individual views via YouTube alone [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DRraBH-aw19g&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779285423&sdata=81h75GvMNLWrnl4GcjyV%2BQI9xzh36nqYyt%2F5XEPuiX8%3D&reserved=0).

Recently featured as part of the Fall 2019 TOMMY JEANS global advertising campaign, IV JAY is well on her way to becoming a voice of change for her generation. The 19-year-old, Paterson, NJ-born singer-songwriter first attracted online applause – and tens of thousands of followers – by posting a series of cover versions and original content. With her soulful voice and down-to-earth charm, IV JAY soon earned a deal with Atlantic Records and immediately set to work.

2019 saw IV JAY release a steady stream of new music, including “[With You](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2FWithYouAY&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779285423&sdata=NUpFvuA6ijauPhTslkAw6g1eEbP3S2f8xqQ7%2Bd2zK9E%3D&reserved=0)” and  “[Care](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fivjay.lnk.to%2FCareWE&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779295419&sdata=8RZ1Q1gNbm%2FgpbfGXnNcu68e7RF2uGCMqYNZgscuGNU%3D&reserved=0),” the latter joined by a companion visual directed by Rock Davis (Lil Durk, Meek Mill) and streaming now at the official IV JAY YouTube channel [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DLnVBahBbX9c&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779295419&sdata=CCmE0ST3QXGXM6pbK%2BjlIlDgT7w6gL8nU%2BzhtFG3O8Y%3D&reserved=0) following its exclusive premiere via [Galore](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fgaloremag.com%2Fiv-jay-premieres-her-new-track-about-giving-a-shit-in-relationship%2F&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779305412&sdata=l3gxWjBh1C788tArKanM4Q%2BNd2s8nNMoiZIr%2FzWT%2F1U%3D&reserved=0). Among her other recent triumphs, IV was among the Latinx stars performing at last year’s landmark Selena For Sanctuary concert in New York’s Central Park, benefitting the immigrant rights organization [Make The Road NY](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmaketheroadny.org%2F&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779305412&sdata=jwQcKOeshdG3TFAdaRxYicK%2Fw5Ou8bJjASwZeEysYgo%3D&reserved=0).

IV has also earned a wide range of media attention and critical applause, including features in [Billboard](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.billboard.com%2Farticles%2Fcolumns%2Fhip-hop%2F8480752%2Fiv-jay-atlantic-records-ep-iv&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779315407&sdata=TZE%2F4kNLjX5YMj%2Fg9GlRB5XZXwbYgFI0ePNdGGUeYQQ%3D&reserved=0), [Complex](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.complex.com%2Fsneakers%2F2019%2F03%2Fiv-jay-interview-puma-journeys&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779315407&sdata=kPVk%2F4FYKXX6KaqRdamQ%2BehL5u%2BAecYbA6GsoPgPn3k%3D&reserved=0), and [Teen Vogue](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.teenvogue.com%2Fstory%2Fyoung-musicians-listening-2019&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C87332029174e4e11d13708d8503e87e3%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637347576779325406&sdata=w1Zv9rcxunGmMnwkts7dOw1chm3%2BBlZ94thLNlNUV2U%3D&reserved=0), which named her to its influential “16 Young Musicians You Need to Be Listening to In 2019,” writing, “There aren’t many young artists that truly embody the word ‘prodigy,’ but there’s no other way to describe IV JAY… Think Kelela-meets-SZA — you’re guaranteed to fall in love.”

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**IV JAY**

**5TH ELEMENT**

**(ATLANTIC RECORDS)**

**RELEASE DATE: FRIDAY, SEPTEMBER 4TH**

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**TRACKLISTING**

1. Love Song
2. The Hard Way
3. For You (Feat. Don Toliver)
4. I’m Ready
5. Insecure
6. Cry
7. Loser
8. Stay Mad
9. No Fun

# # #