FOR IMMEDIATE RELEASE

FEBRUARY 13, 2020

**MILCK UNVEILS EMPOWERING**

**MOVING VISUAL FOR “**[**IF I RULED THE WORLD**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmilck.lnk.to%2FIIRTWVideo&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762720875&sdata=lO13RpimRuqjcsO2ZSnwdCKa9rhE%2BNIFgUBFdYXR2yo%3D&reserved=0)**”**

**EAGERLY-AWAITED *INTO GOLD* EP ARRIVES FRIDAY, FEBRUARY 21ST**

**WATCH THE VIDEO** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmilck.lnk.to%2FIIRTWVideo&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762730866&sdata=Uk02IZQzJqsh7lSQ0nLgnbeUFv3N%2FlqEYWIcWiwxiZA%3D&reserved=0)

**LISTEN TO THE ASPIRATIONAL TRACK** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmilck.lnk.to%2FIIRTWPR&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762740864&sdata=Gmpx922TphOWjgVlJ3LPMXfCPEuLuG09rWDUbG0NFiY%3D&reserved=0)



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Singer-songwriter-activist **MILCK,** has unveiled a moving and poignant [companion video](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmilck.lnk.to%2FIIRTWVideo&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762740864&sdata=Ebuo86Va9%2B%2FL9LN81tf4iJ%2BdMEF2TeGHSGabljfBHDc%3D&reserved=0) for her inspirational new single “**If I Ruled The World.**” This marks the first video in a quintet of avant-garde expressive visuals that show the transformative story of her forthcoming EP ***Into Gold***. The beautiful visual premiered today on [LADGYGUNN](https://www.ladygunn.com/music/what-if-a-woman-ruled-the-world-milck-premieres-visuals-if-i-ruled-the-world-ladygunn-exclusive/) –Watch it [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmilck.lnk.to%2FIIRTWVideo&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762750862&sdata=k6oeAlyci6BUxxg%2FUSH92KVAVleTUkI6CFjnJXW%2BuYI%3D&reserved=0).

The empowering track premiered last week on [Huffington Post](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.huffpost.com%2Fentry%2Fmilck-if-i-ruled-the-world-lyric-video_n_5e3c6ea5c5b6b70886fc6ec0&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762750862&sdata=vGiUPeRcH62JAPFPpYm5%2FUoXmWy3o2HDNTu%2BKHAMTjo%3D&reserved=0) and immediately received critical acclaim with TIME naming it one of the [best songs of the week](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftime.com%2F5779593%2Fbest-songsof-the-week-joji-kamaiyah%2F&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762760849&sdata=u8HkZgAxYs6bgAq4naT9DxK%2F3QapUdSIpZVUBye28Qo%3D&reserved=0) and calling it “unafraid to be optimistic, an immediate singalong over a joyful beat.” The hopeful single also garnered widespread acclaim from listeners Reese Witherspoon, Sophia Bush and more. [Sophia Bush](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fp%2FB8SRznkJREW%2F&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762760849&sdata=LWDp661cf6jUfChsy%2Bo1O0Jzch1YB%2Bw0eDpKkvoOAfw%3D&reserved=0) personally connected with the song and described it as “a SOULquake” and went on to say “It’s exactly how I want to center the way I move, and love, in the world.” “If I Ruled The World” is available now via Atlantic Records at all streaming and download services [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmilck.lnk.to%2FIIRTWPR&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762770848&sdata=CMStnfhlTE%2F7O%2FSuHG6K77GAymS2DAonCw%2BOrSeBpCI%3D&reserved=0).

“If I Ruled The World” is the lead single off of her highly anticipated EP, ***Into Gold****,* due Friday, February 21st. MILCK’s forthcoming *Into Gold* EP is the journey of a woman leaving a safe relationship in search of her authentic place in the world. The project starts with “If I Ruled The World,” and as the EP unfolds, listeners will be able peel back the layers of MILCK’s story, revealing stages of heartbreak and vulnerability as well as the internal revolution she went through to arrive at the confident and joyous “If I Ruled The World.” The EP is a universal lesson in how to show up for ourselves in order to be a positive force for others.

MILCK first made waves with her global fight song “[Quiet](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DTl_Qfj8780M&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762770848&sdata=11lG0fLAKLAflW7EcTGTT0J%2BJsSIt9xQ32QK1M9j6rM%3D&reserved=0),” which went viral at the inaugural Women’s March. Over the last three years, MILCK has performed alongside such like-minded artists as Ani DiFranco, Amy Shark and her multiple GRAMMY® Award-winning Atlantic Records labelmate, Jason Mraz. Due to overwhelming demand, MILCK will be performing two special live shows at Hotel Café in Los Angeles on March 4th. She is looking forward to celebrating *Into Gold* with additional live dates later this year. For updates, please visit

[www.milckmusic.com/new-events/](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.milckmusic.com%2Fnew-events%2F&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762780841&sdata=q8R8W%2FoxqmdffXav1P7Qdd5dJyuEdIkvzRAKdTkVRfE%3D&reserved=0).

**ABOUT MILCK**

*Into Gold* follows MILCK’s acclaimed debut 2018 EP, [*THIS IS NOT THE END*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fatlantic.lnk.to%2FThisIsNotTheEndAY&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762780841&sdata=arvNVVI9v5KuSWgzE2wvy1F0wktwC1Tk9414E9rMHXE%3D&reserved=0), highlighted of course by her breakthrough hit single, “[Quiet](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fatlantic.lnk.to%2FQuiet&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762790835&sdata=bsczRqtQxg%2BULSi64%2FcYsSkGakboV6NE4nQw45WdcWo%3D&reserved=0).” The EP received extensive critical attention upon its arrival, with [NPR](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.npr.org%2F2018%2F01%2F15%2F577194212%2Ffirst-listen-milck-this-is-not-the-end&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762790835&sdata=iBpe5tnXgFuceQHXRYxsWeuge5saZXKTgtlPt%2F5utqc%3D&reserved=0) writing, “*Artists of every genre have sparked conversations about women's liberation, political resistance and reclamation of power in their music during the past year. With THIS IS NOT THE END, MILCK joins the chorus of uplifted voices, adding anthemic ballads to a growing list of modern protest songs.*” “*With THIS IS NOT THE END*,” declared [OUT](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.out.com%2Fout-exclusives%2F2018%2F1%2F19%2Fmilck-proves-not-end-womens-empowerment&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762800830&sdata=1%2BBlrujUuWBLzzRdbyCM7paYDn1Zo9GEFDWXNwfaNBs%3D&reserved=0), “*the woman born Connie Lim has cemented her status as one of music's most important voices for the women's movement.”*

The unofficial anthem of last year’s historic Women’s March On Washington, “Quiet” caused a worldwide sensation after MILCK teamed with two dozen female singers to perform acapella flash mobs of the song on the streets in Washington, DC. A video captured by award-winning director Alma Har’el quickly went viral, drawing over 14 million plays in just two days. In November 2017, MILCK released a new studio recording of “Quiet” as her “musical #METOO” in light of the massive movement of women and survivors speaking out against sexual assault. [Billboard](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.billboard.com%2Farticles%2Fcolumns%2Fpop%2F8063598%2Fbest-protest-songs-of-2017-top-20&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762800830&sdata=lLeQg%2FdH%2F75cuLrOvs9HRa4hps3Nkc%2BIr0pWdxJFXi8%3D&reserved=0) later named “Quiet” as that year’s “Best Protest Song,” writing, “*The ‘one-woman riot’ MILCK sings of was anything but, as hundreds of thousands, even millions, have heard her emotional plea…‘Quiet’ easily sums up the sentiment of so many political movements – the time to speak out, to take action, is now.*” In addition, last year saw [NPR](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.npr.org%2F2019%2F01%2F14%2F683694934%2Fmilck-quiet-womens-march-american-anthem&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762810824&sdata=03CCN1GXzkhMUyOZaaFyR7OHNijQyf8HgZtAIHwKkbs%3D&reserved=0) include “Quiet” as part of its landmark “American Anthem” series on songs that rouse, unite, celebrate and call to action.

MILCK marked the release of *THIS IS NOT THE END* with a remarkably powerful solo piano version of “Quiet” on NBC’s TODAY. Other milestone performances include a headline appearance at 2018’s Women’s March on NYC, performing alongside such iconic names as Yoko Ono, Halsey, and Whoopi Goldberg.

FOR MORE, PLEASE VISIT:

[MILCKMUSIC.COM](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.milckmusic.com%2F&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762810824&sdata=gMPJ2tyGCikucQeAnOJxi3vstGR4rrZ4eWjxBGnz2JY%3D&reserved=0)

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[YOUTUBE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCVOL6yCyx-llAU25lAv45JA&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9ec89967031d478908d208d7af56983b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637170658762830812&sdata=RPl9ErE%2BmxzIa%2B%2Bg1DYXMoIh%2BJ2P3o96fE4rGryHwiI%3D&reserved=0)

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**MILCK**

***INTO GOLD***

TRACKLISTING

1. If I Ruled The World
2. Gold
3. Ready
4. Slow Fade
5. Don’t Make It Easy

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