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| |  | | --- | | *Photo Credit:* *Matthew Reamer*  *“The artist is never afraid to investigate his past and his demons, resulting in songs that are clear-eyed in their honesty and raw around the edges.” --****Time***  **Matt Maeson** has been touring the country, selling out shows and bringing his powerful presence and songwriting to adoring audiences…playing songs from his recently released [***‘The Hearse’*EP**](https://atlantic.lnk.to/thehearse) (out now on Neon Gold / Atlantic Records). Today, Maeson has revealed his new video for title track **“The Hearse.”** The video is the third, and final, part in a series for the EP that collectively makes a “short film.” [**Watch all three HERE**](https://www.youtube.com/playlist?list=PLmSsSVxbUGH1tyqssaPFf8fUbiO_SGald).  Maeson says, “I wanted these three videos to have a cohesive narrative that is basically an argument between a self-destructive, reckless version of myself and a moral, ‘good boy’ version of myself, and how the two collide.”  In what becomes a set of striking visuals resulting from Maeson’s collaboration with Director [Cody LaPlant](https://www.codylaplantfilms.com/)…the first video in the series, [**“Hallucinogenics”**](https://www.youtube.com/watch?v=doRUhDIB29s), finds Maeson battling his demons after tripping on an unidentified drug in a hotel room. Unable to determine what’s real and what’s not, Maeson sees flashes of things like the grim reaper, a burning coffin, himself holding a gun to his head, and a tombstone with “Who Killed Matt Maeson,” which is also the title of the singer/songwriter’s acclaimed debut EP.  Still haunted by hallucinations and the reaper, the next video in the series, [**“Put it on Me”**](https://www.youtube.com/watch?v=T0SC3NjsOiY), follows Maeson as he leaves the hotel room and gets into a Jeep to continue his journey throughout Buena Vista, CO. After blowing his tire on a bear trap, Maeson sets out on foot and eventually lands himself caught in the trap, lying next to a hearse as the back door eerily begins to open.  The final video in the series for [**“The Hearse”**](https://www.youtube.com/watch?v=b049FRx3-Lg&feature=youtu.be), released today, opens with Maeson trapped alive inside a coffin in the back of the hearse as it’s being driven by the reaper. Maeson escapes and drives off in the hearse, ultimately setting the coffin on fire – an image that connects us back to the “Hallucinogenics” video. In the end, a glimpse of Maeson in the reaper’s hood suggests that the demon may be closer to him than we thought…  Each track in the three-part short film is a perfect indicator of all that makes Matt Maeson so striking on ‘*The* *Hearse’*, as well as his previous EP*.* With songs that sit somewhere between Jeff Buckley’s hypnotic spellweaving and King Krule’s off-kilter sonics, Maeson takes familiar sounds in incredible new directions, redefining the idea of what the rambling guitar troubadour can be.  But how Maeson got to ‘*The* *Hearse’* is as fascinating as his songs: born into a minister family, he spent his youth in a family band, playing songs about salvation for inmates and at prisons and biker rallies across the country. He himself fell into drugs, and then into jail, eventually getting out and working construction for 12 hours a day while doing community service on his days off. Amidst it all, he continued writing songs, and soon began traveling the country with a notebook and a guitar, going back to play in the prisons where he started along with traditional music venues.  And now, upon the release of ‘*The* *Hearse’*, Maeson followed 2017 runs with Jaymes Young and Vallis Alps with his biggest tour to date opening for Bishop Briggs, as well as his major festival debuts at Bonnaroo, Lollapalooza, and Forecastle.  Tour dates:  July 14 - Birmingham, AL - Sloss Music & Arts Festival  July 15 - Louisville, KY - Forecastle Festival  August 2 - Chicago, IL - Lollapalooza Aftershow @ Reggies Rock Club  August 3 - Chicago, IL - Lollapalooza | |

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| |  | | --- | | **Tracklisting:**   1. Put It On Me 2. Hallucinogenics 3. The Hearse 4. Cliffy 5. Unconditional 6. Mr. Rattlebone   FOR MORE ON MATT MAESON, PLEASE VISIT:  [MATTMAESON.COM](http://mattmaeson.com/) I [FACEBOOK](https://www.facebook.com/mattmaeson/) I [TWITTER](https://twitter.com/mattmaeson?lang=en) I [YOUTUBE](https://www.youtube.com/channel/UCZZdYmEOGeGlEmsnLRrWkSg) I [ATLANTICRECORDS.COM](http://www.atlanticrecords.com/)  # # #  Press inquiries:  Grace Jones – [gracej@grandstandhq.com](mailto:gracej@grandstandhq.com)  Jen Appel – [jena@grandstandhq.com](mailto:jena@grandstandhq.com)  Corey Brewer -- [Corey.Brewer@atlanticrecords.com](mailto:Corey.Brewer@atlanticrecords.com) | |

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