FOR IMMEDIATE RELEASE

JANUARY 29, 2021 (1p EST)

 **NASTY CHERRY UNVEIL FIRST NEW TRACK OF 2021 “LUCKY”**

**NEW EP SET FOR SPRING RELEASE**

 

**WATCH:** <https://lnk.to/NC-Lucky-video>

**STREAM:** <https://lnk.to/NC-lucky>

Following weeks of teasing across their social accounts, **Nasty Cherry** return with their first new song of 2021. “**Lucky**,” released today, is the first offering from their upcoming EP, set for release this spring via **Vroom Vroom Recordings**.

Written by the band alongside the track’s producer,**Yves Rothman** (**L Devine**, **Conan** **Grey**), “**Lucky**” is built around understated synths, escalating drum beats and rich vocal melodies, highlighting the importance of friendship and unity.The song arrives accompanied by a **Kristen Jan Wong**-directed video, which sees the band playing the roles of different audience members and winners at an award show, each being celebrated for their own induvial traits.

**Nasty** **Cherry** explain: *“****’Lucky’*** *is a song we wrote for each other during the pandemic where the 6 weeks we got to spend together felt incredibly precious and introspective. It's a reflective, sweet and spiky little song.”*

Proving more than just hype, 2020 saw the release of the band’s sophomore EP, ***Season 2***, and found them joining forces with the likes of **Dylan Brady** (**100** **gecs**) on self-love anthem “[**I Am King**](https://youtu.be/nh3SbUypfUE),” British screenwriter **Drew Pearce** for the cinematic “[**Better Run**](https://youtu.be/V2C02mzV5xA)” video and animator **Du Blonde** for “**[Shoulda Known Better](https://youtu.be/XXSXWsNR7gg)**.” A thoroughly modern band who have let their fans in to their world from the very beginning and allowed them to evolve in real time, **Nasty** **Cherry** have established a network of esteemed collaborators well in advance of a debut album to firmly cement themselves as alt-pop frontrunners.

**Check out recently released live performances of “[Shoulda Known Better](https://youtu.be/PyojX4GPrK0)” and “**[**Better Run**](https://youtu.be/EFEjnLoNEcM)**.”**

**Nasty Cherry** is: **Gabi** **Bechtel** (singer), **Chloe** **Chaidez** (guitarist), **Georgia** **Somary** (bassist) and **Debbie** **Knox-Hewson** (drummer).

**ABOUT NASTY CHERRY:**

Following a social media frenzy set in motion by founder and mentor, **Charli** **XCX**, **Nasty** **Cherry** made their typically unconventional debut in 2019. The half UK / half US band emerged with a **Netflix** series, ***I’m With The Band: Nasty Cherry***, an unfiltered, intimate, 6-part docuseries following the highs and lows of forming and breaking a thoroughly modern band. Lauded by the likes of **Rolling** **Stone**, **The FADER**, **TIME**, **Vogue**, **The Face** and many more, their debut EP *Season 1* was released to critical acclaim and brought to life across sold out headline shows in the UK and US. To date, the band have garnered over 13 million global streams.

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