FOR IMMEDIATE RELEASE

FEBRUARY 18, 2022

**OLIVER TREE UNVEILS NEW ALBUM *COWBOY TEARS***

**NEW SINGLE & MUSIC VIDEO “SWING & A MISS” OUT TODAY**

**TO HOST EXCLUSIVE MEME MUSEUM POP-UP TODAY IN LA PRESENTED BY AMAZON MUSIC**

***COWBOY TEARS* 2022 TOUR LAUNCHES TOMORROW AT A SOLD-OUT SHRINE EXPO HALL IN LOS ANGELES WITH A FULL NORTH AMERICAN RUN TO FOLLOW**

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(*Cowboy Tears* album artwork)

(Los Angeles, CA: February 18, 2022) – Chart-topping, genre-bending artist **Oliver Tree** proudly presents his highly-anticipated new album, ***Cowboy Tears*** (Atlantic Records), today. It is available [**HERE**](https://olivertree.lnk.to/CowboyTears)**.**

It includes the breezy new single **“Swing & A Miss**,**”** which he shared a music video for. Watch it [**HERE**](https://olivertree.lnk.to/SwingMissVideo). On the track, delicately plucked guitar brushes against his dynamic delivery before a glitchy beat ramps up. The momentum culminates on a hummable hook, *“If this is it, it’s a swing and a miss*.*”*

Earlier this month, he paved the way for the album with **“Freaks & Geeks**.**”** The track has already amassed over 5 million YouTube views in less than two weeks on the furry and fuzzy [music video](https://www.youtube.com/watch?v=VhX-MwB8ueE). In addition to plugs from [DORK](https://readdork.com/news/oliver-tree-freaks-and-geeks/), [Substream Magazine](https://substreammagazine.com/2022/02/oliver-tree-releases-new-single-freaks-geeks/), and more, [Vanyaland](https://vanyaland.com/2022/02/03/oliver-tree-plants-a-flag-for-the-freaks-geeks-around-the-world/) hailed it as *“a new anthem for the outlaw misfit in all of us.”*

From the pulpy pop of **“Suitcase Full of Cash”** to the epic finale on the title track **“Cowboy Tears**,**”** the album expands his fascinating and fiery world. Get ready to cry ***Cowboy Tears*** with **Oliver Tree**. See full tracklisting below.

Already, tracks from the record have cumulatively reeled in tens of millions of streams and views buoyed by the opener **“Cowboys Don’t Cry**.**”** He delivered the tune’s debut performance on ***Jimmy Kimmel LIVE!*** Watch it[**HERE**](https://www.youtube.com/watch?v=uSpExctkCX4). So far, the [music video](https://www.youtube.com/watch?v=UEoU6VbHs2c) has racked up over 15 million YouTube views, while the song has garnered 15 million streams and counting. He also appeared on Apple Music 1’s ALT CTRL radio where he discussed the single and what’s in store for 2022.

Tonight, Oliver will host an exclusive *Cowboy Tears* Meme Museum Pop-up event where he and his special guests will celebrate the release of the new project with meet and greets, the world’s biggest scooter, merch giveaways and more. For additional details, visit [www.olivertreemusic.com/RSVP](http://www.olivertreemusic.com/RSVP)

The ***Cowboy Tears*** tour kicks off **tomorrow** Saturday, February 19, 2022, at Los Angeles, CA’s legendary venue, The Shrine Expo Hall, and continues through late March in the US with support from RIAA certified singer/producer and viral phenomenon **Sueco** as well as 18-year-old Canadian DIY artist **347aidan**. Oliver will also light up the stage at **Ultra Music Festival, Hangout Fest, Boston Calling**, and more in 2022. He’s recently announced headline dates in Mexico, South America, and Australia that’ll take him around the globe into late July. For all touring details, visit [www.olivertreemusic.com](http://www.olivertreemusic.com/).

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(Oliver Tree Press Photo – credit: Jimmy Fontaine)

**TRACKLISTING**

1. Cowboys Don’t Cry
2. Swing & A Miss
3. Freaks & Geeks
4. Doormat
5. Suitcase Full of Cash
6. Cigarettes
7. Balloon Boy
8. Things We Used To Do
9. California
10. Get Well Soon
11. Playing With Fire
12. The Villain
13. Cowboy Tears

**ABOUT OLIVER TREE**

An internet-based vocalist, producer, writer, director and performance artist, Oliver Tree explores the intersection where pop and alternative meet sonically and has arrived where art and entertainment collide visually. From comedy to action sports, mock reality TV drama to WWF wrestling in his live shows, the world of Oliver Tree is unlike any artist who has come before him.

A Santa Cruz, California native, Tree has emerged as a polymath from many different projects and iterations over the last 10 years. As unpredictable as one artist can be, no one can seem to put their finger on what Oliver Tree will do next. Unafraid to make you laugh, cry, think profoundly or feel completely uncomfortable for the length of a 4-minute music video, he is on the road to developing his own blueprint for packaging and marketing pop culture in the internet era. Versatile in every sense of the word, Tree not only explores every type of entertainment but also every type of genre in his music alike. The box he puts himself in is limitless. It has no boundaries. Oliver Tree has built a multimedia project designed to challenge people’s perspective of what art is, and he’s not the slightest bit concerned with what anyone has to say about it!

**OLIVER TREE**

***COWBOY TEARS* TOUR**

*Featuring special guests Sueco and 347aidan*

**FEBRUARY 2022**

19 – Los Angeles, CA – Shrine Expo Hall \*SOLD OUT\*

22 – San Francisco, CA – The Warfield Theatre

25 – Seattle, WA – Showbox SoDo \*SOLD OUT\*

26 – Garden City, ID – Revolution Concert House & Event Center

**MARCH 2022**

1 – Salt Lake City, UT – The Complex \*SOLD OUT\*

2 – Denver, CO – The Mission Ballroom \*SOLD OUT\*

4 – Chicago, IL – Radius

5 – Detroit, MI – The Fillmore Detroit

6 – Cleveland, OH – Agora Theatre & Ballroom

9 – Columbus, OH – Kemba Live!

11 – Boston, MA – House of Blues \*SOLD OUT\*

12 – New York, NY – Hulu Theatre at Madison Square Garden

14 – Pittsburgh, PA – Stage AE

16 – Philadelphia, PA – The Fillmore Philadelphia

17 – Silver Spring, MD – The Fillmore Silver Spring

18 – Charlotte, NC – The Fillmore Charlotte \*SOLD OUT\*

19 – Atlanta, GA – The Tabernacle

22 – Nashville, TN – Marathon Music Works \*SOLD OUT\*

24 – Dallas, TX – The Factory

25 – Houston, TX – 713 Music Hall

25-27 – Miami, FL – Ultra Music Festival

26 – Austin, TX – Stubb's Waller Creek Amphitheater \*SOLD OUT\*

**APRIL 2022**

22 – Buenos Aires, AR – Teatro Vorterix

26 - Santiago, CL - Teatro Caupolicán

29 - Rio De Janeiro, BR - Sacadura 154

30 - São Paulo, BR - Audio

**MAY 2022**

3 - Lima, PE - Arena Peru (Hall)

7 - Bogotá, CO - Royal Center

9 - Guadalajara, MX - Teatro Diana

12 - Monterrey, MX - Auditorio Pabellón M

13, 14 - Mexico City, MX - Tecate Emblema Festival

20 – Gulf Shores, AL – Hangout Music Festival

27 – Boston, MA – Boston Calling Music Festival

29 – Louisville, KY – Forecastle Festival

**JULY 2022**

16 - Perth, AUS - Astor Theatre

19 - Sydney, AUS - Enmore Theatre

21 - Melbourne, AUS - Fourm

22 - Adelaide, AUS - Spinoff

23 - Yelgun, AUS - Splendour In The Grass

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**CONNECT WITH OLIVER TREE**

[WEBSITE](https://www.olivertreemusic.com/) | [FACEBOOK](https://www.facebook.com/OliverTreemusic/) | [TWITTER](https://twitter.com/olivertree) | [INSTAGRAM](https://www.instagram.com/OliverTree/) | [YOUTUBE](https://www.youtube.com/channel/UCHcb3FQivl6xCRcHC2zjdkQ) | [SPOTIFY](https://open.spotify.com/artist/6TLwD7HPWuiOzvXEa3oCNe) | [TIK TOK](http://tiktok.com/@olivertree)