FOR IMMEDIATE RELEASE

JANUARY 28, 2022

**SUECO DROPS “LOSER” + ANNOUNCES DEBUT ALBUM**

***IT WAS FUN WHILE IT LASTED***

**RIAA CERTIFIED VIRAL STAR RELEASES LATEST POP PUNK ANTHEM**

**DEBUT ALBUM *IT WAS FUN WHILE IT LASTED* ARRIVES MARCH 4, 2022**

**PRE-SAVE IT NOW** [**HERE**](https://sueco.lnk.to/ItWasFun)

**SUECO TO TOUR WITH OLIVER TREE AND 347AIDAN THIS SPRING**

**TICKETS ARE AVAILABLE** [**HERE**](https://www.sueco.com)

**LISTEN TO “LOSER”** [**HERE**](https://sueco.lnk.to/Loser)

**WATCH THE VIDEO** [**HERE**](https://sueco.lnk.to/LoserVideo)



([DOWNLOAD PHOTOS HERE](https://press.atlanticrecords.com/sueco/))

RIAA certified singer/producer **Sueco** has released his latest single, “Loser.” The pop punk anthem speaks to the misfits and outcasts through relatable lyrics and an irresistible melody. Produced by **John Feldmann** (Machine Gun Kelly, blink-182, jxdn), **dwilly** (Royal & The Serpent, Trevor Daniel, bbno$) and **Colin “DOC” Brittain** (5 Seconds of Summer, All Time Low, Papa Roach), “**Loser**” is available now [HERE](https://sueco.lnk.to/Loser). An official video starring the dynamic artist is streaming now via YouTube [HERE](https://sueco.lnk.to/LoserVideo).

*“I wasn’t the coolest kid growing up,”* Sueco shared*. “I wanted to write a song for the 15-year-old me. I tried to capture what it felt like to listen to My Chemical Romance’s ‘I’m Not Okay (I Promise).’ Nobody else got me, but that song got me. There was all of this fucked up shit going on in my head too, so this was the feeling I wanted to portray.”*

Sueco has also announced the release of his highly anticipated debut album ***IT WAS FUN WHILE IT LASTED***, out Friday, March 4 – pre-save it now [HERE](https://sueco.lnk.to/ItWasFun). The project comes on the heels of the viral phenomenon’s cover of [*Alternative Press*](https://www.instagram.com/p/CUsvMjiv8Ai/), superstar collaborations “[SOS (feat Travis Barker)](https://sueco.lnk.to/SOS)” and “[Sober/Hungover (feat Arizona Zervas)](https://sueco.lnk.to/Sober)” as well as his runaway hit “[Paralyzed](https://sueco.lnk.to/Paralyzed).”

“Paralyzed” first exploded onto the scene with a [TikTok](https://www.tiktok.com/@suecothechild/video/6993054500705684742) teaser and has since garnered more than **115M** worldwide streams, reaching #1 on Spotify’s “Viral 50 - US” while proving Sueco’s first-ever *Billboard* “Hot 100” and *Rolling Stone* “Top 100” hit. The track also earned Sueco a spot on the *Rolling Stone* “Top 500 Popular Artists” chart for the first time after landing at #1 on *Billboard*’s “Rock Digital Song Sales,” #2 on “Alternative Digital Song Sales,” and #2 on *Rolling Stone*’s “Top 25 Breakthrough Music Artists.”

Sueco will join chart-topping artist **Oliver Tree** on his North American ***Cowboy Tears*** tour this spring, alongside **347aidan**. The highly anticipated tour kicks off February 19, 2022 at Los Angeles, CA’s legendary venue, The Shrine Expo Hall, and continues through late March. Tickets are on sale now, for details please visit: <https://www.sueco.com/>.

**ABOUT SUECO:**

Sporting signature spectacles under a loose mane of wild long hair, Sueco practically drips attitude. The gold-certified Los Angeles-based singer, producer, and multi-instrumentalist channels the spirit of nineties pop-punk through a 21st century lens, tapping into the unpredictability of hyperpop, the catharsis of hardcore, and a whole lot of hip-hop finesse. His debut single “Fast” blew up in a big way during 2019. It captured #1 on TikTok, #1 on Spotify’s *Viral 50 - Global*, and #1 on the *Viral 50 – US*, reached gold status, and attracted Offset and A Boogie Wit Da Hoodie for its high-powered Official Remix. On the heels of his first full-length project *MISCREANT*, he teamed up with Ty Dolla $ign, Wiz Khalifa, and Lil Yachty for “Speed Of Life,” Papa Roach on “Swerve” [feat. FEVER 333 & Sueco], and Illenium on “Story Of My Life” [feat. Sueco & Trippie Redd]. Along the way, he kicked off his next chapter, embracing his earliest influences with producers and cowriters such as John Feldmann [Machine Gun Kelly, Avril Lavigne, Jxdn, 5SOS] and Colin “DOC” Brittain [5SOS, Papa Roach]. He served up “PRIMADONA,” “SOS” [feat. Travis Barker], “Sober/Hungover” [feat. Arizona Zervas], and “Paralyzed.” Spotify’s *“New Music Friday”* plugged the latter, and it marked his first entry on *Billboard* and *Rolling Stone* charts, tallying 56 million Spotify streams. After generating nearly 1 billion streams and receiving praise from the likes of *Rolling Stone*, *NYLON*, *Alternative Press*, *Billboard* and *OnesToWatch*, he does the most punk thing of all and encourages everyone to sing and scream along on an upcoming debut album for Atlantic Records in 2022 led by “Loser.”

**WHAT PEOPLE ARE SAYING ABOUT SUECO:**

*“Sueco is as on brand as ever…” -* ***BILLBOARD***

*“Sueco’s discography hasn’t failed to thrill or delight…” -* ***MTV***

*“Sueco is known for mixing pop, pop punk and rap with inventive beats to create something entirely unrestrained by genre.” -* ***ALT PRESS***

*“Sueco is undoubtedly a product of a new generation, one whose humor and meteoric success is unexpected, unpredictable, and nothing short of enthralling.” -* ***ONES TO WATCH***

*“‘Paralyzed’ is a natural evolution for Sueco. Beginning with a hip-hop cadence, the song kicks into high gear with a scream-fueled chorus that blends the best of early 2000s hardcore/screamo with the modern-day punk sound.” -* ***HOLLYWOOD LIFE***

**CONNECT WITH SUECO**

[INSTAGRAM](http://instagram.com/suecothechild) l [TIKTOK](https://www.tiktok.com/@suecothechild?) | [TWITTER](http://twitter.com/suecothechild) l [SOUNDCLOUD](http://soundcloud.com/suecothechild) l [YOUTUBE](https://www.youtube.com/channel/UCCUI6K_Q7p-k6kvQI5H0e3A)

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