FOR IMMEDIATE RELEASE

NOVEMBER 3, 2021

**Why Don’t We GIVE “Love Back”**

**Multi-talented band reunite with fans in music video**

**for triumphant new single – available now via Atlantic Records**

A group of people riding scooters

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**WATCH “LOVE BACK” VIDEO:** <https://youtu.be/Oy8H4zUxWjg>

**STREAM “LOVE BACK”:** <https://WhyDontWe.lnk.to/LoveBack>

Multi-talented band **Why Don’t We** reunite with their fans for the first time in two years in theirmusicvideofor “**Love** **Back**” ([watch here](https://youtu.be/Oy8H4zUxWjg)). The visual, directed by **Dillon** **Dowdell** & making its broadcast premiere today via **MTV**, follows the quintet as they surprise some of their biggest supporters (filmed in real time on multiple iPhone 13 phones) with tickets to their sold-out show at Los Angeles’ El Rey Theater. The show, captured on multiple HD RED cameras, marked an exciting return to live music for the band and their first in-person performance since 2019. The full 8-song performance will also be livestreamed via the band’s **TikTok** **(@whydontwemusic)** today at 5p PST.

Teaming up with GRAMMY-nominated producer **JHart**, “**Love** **Back**” finds **Why Don’t We** sounding refreshed as ever after a turbulent year, finding creative solace and marking the beginning an exciting new era. Already boasting over 15 million global steams, the track was featured by **PEOPLE Magazine** who touted the group’s “control over their own destinies.”

*“We are so thankful to be able to release new music for our fans after they have been such an incredible support system for us throughout the past five years as a band. ‘****Love******Back’*** *is the start of our most authentic chapter yet, and we can’t wait for what’s next.”* – **WHY DON’T WE**

Since their debut in 2016, **Why Don’t We** has amassed over 3 billion global career streams, over 880 million YouTube views, 6 million Instagram followers, two RIAA Platinum-certified singles, four RIAA Gold-certified singles, two Top 20 singles at Pop radio, and two Top 10 albums on the Billboard 200 chart. Taking an innovative and unconventional approach towards releasing new music and actively engaging their rapidly growing fanbase, the band put out their first five EPs within their first year together and followed shortly after with their inaugural full-length ***8 Letters***album in 2018.Soon after, 2019 saw the release of new singles monthly, including standouts “**Big Plans**,” “**I Don’t Belong In This Club**” featuring **Macklemore**, & the **Ed Sheeran**-penned/**Steve Mac**-produced hit “**What Am I**.”

The Los Angeles quintet—**Daniel Seavey**, **Corbyn Besson**, **Jonah** **Marais**, **Jack** **Avery**, and **Zach** **Herron**— went back to basics for their sophomore album, flatlining all social media and picking up their instruments to personally write, record, and produce the music themselves. Led by the band’s inaugural Billboard Hot 100 charting single “**Fallin’ (Adrenaline)**,” ***The Good Times and The Bad Ones***earned their highest debut on the Billboard 200 at #3 and their first #1 album on the album sales chart.

The band has sold out back-to-back North American and global headline tours, in addition to performing on historic stages such as **Radio City Music Hall** (selling out the venue in under two hours) and **Madison Square Garden** (as part of the **iHeartRadio Jingle Ball Tour**). Furthermore, **Why Don’t We** took home the award for “Choice Music Group” at the **2019 Teen Choice Awards**, received a nomination for “Best Group” at the **2019 MTV Video Music Awards**, and has made high profile national television appearances on NBC’s **TODAY Show** (including back-to-back summer concerts in Rockefeller Plaza), ABC’s **Good Morning America**, nationally syndicated **Live with Kelly and Ryan**, **The Ellen DeGeneres Show**, NBC’s **The Kelly Clarkson Show**, CBS’s **The Late Late Show with James Corden**, ABC's **Jimmy Kimmel Live!** and more.

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