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MAY 22ND, 2020

***[BRELAND](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2Fk1ek5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341460767&sdata=m2IjMLa%2BOQ9MNzlzgxjT3vn4%2Ff5P%2BMblshTlSvCLhGc%3D&reserved=0) RELEASES SELF-TITLED DEBUT EP TODAY (5/22)***

***THE NEW YORK TIMES* PRAISES "GENRE-FLUID POP-MINDED TALENT" IN PROFILE,** [**OUT NOW**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2F8nck5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341450766&sdata=IDqlp8JL1W14aQgx7fMRYAe8TqRIvNUP031Tqro0XxE%3D&reserved=0)

**FEATURES BREAKOUT SMASH "MY TRUCK," SAM HUNT REMIX, WITH ADDITIONAL FEATURES FROM COUNTRY STARS LAUREN ALAINA & CHASE RICE**

**DROPS VISUAL FOR NEW SONG** [**"HOT SAUCE"**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2Fogdk5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341450766&sdata=z38tcV%2B36dBmSadGldOiLuO58vccahamedLc%2F8V0yoc%3D&reserved=0)

**CATCH BRELAND'S MTV AND TASTE OF COUNTRY LIVE STREAM PERFORMANCES TODAY**

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[*DOWNLOAD HIGH-RES COVER ART HERE*](http://sweettalkpublicity.com/emmafiles/BRELAND_EP.jpg)

Emerging Bad Realm / Atlantic recording artist **BRELAND** unleashes his self-titled debut EP, [*BRELAND*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2Fk1ek5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341460767&sdata=m2IjMLa%2BOQ9MNzlzgxjT3vn4%2Ff5P%2BMblshTlSvCLhGc%3D&reserved=0), today (5/22) and continues to go full speed ahead after the viral success of his breakout single “My Truck.” Jon Caramanica of [*The New York Times*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2F0tfk5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341470762&sdata=SuY75TI1MthxMMQP3Secxs6cbYINgJnJ7NmM8SW0BZM%3D&reserved=0), testifies that, “The 24-year-old’s single ‘My Truck’ is the most viable fusion of rural and urban since ‘Old Town Road,’ and his new EP pushes the sound even further.”  
  
Co-writing all seven tracks on the project, the bold creative force blazes new paths between Country, Hip-Hop and Pop, fusing melodic vocals and fresh beats with detailed stories and swaggering style.  
  
"Having started my career as a songwriter, I’m so excited to be able to share my first body of work with the world as an artist," shares BRELAND. "This EP gave me the opportunity to write in a new sonic territory, and I hope it helps open people’s minds up to what the future of Country crossover music can be."  
   
The Atlanta-based singer/songwriter and self-described “cultural bridge,” scored viral success with "My Truck" (and its Sam Hunt remix), and today’s *BRELAND* EP is joined by a colorful animated visual for another standout track, “Hot Sauce” – an ode to a girl who’s “pretty, but she ain’t afraid to pop off” and makes everything in life better a la hot sauce. Watch it [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2Fgmgk5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341470762&sdata=lA5pI8RK%2F%2FBn8dKtHfAddKSt831NJz45DHoensG%2B%2Bpo%3D&reserved=0).  
   
The sweet-heat standout is just part of the *BRELAND* EP, which also includes both versions of “My Truck,” the slow-grooving previous release, "Horseride," an adventurous collaboration with Country artists Chase Rice and Lauren Alaina “In the Woulds,” and “WiFi,” – a ballad of disconnected romance and password-protected hearts.  
   
It all adds up to an undeniable artist on the rise, who’s already been praised by *Stereogum* as "deeply invested in the idea of country-rap for a new generation,” and named “1,000 percent the whole package” by *Rolling Stone*. This week, BRELAND earns a profile in *The New York Times* praising the “genre-fluid pop-minded talent with a lithe singing voice and an instinctual ability to mimic Young Thug-esque flow patterns,” whose debut is “full of breezy, intuitive songs that make light work of the borders between country, hip-hop, R&B and pop…” Read the in-depth piece on BRELAND’s rise [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2Fwehk5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341480756&sdata=wAI6Qrf%2F6NfR1gpShoOQ6EgIkQ50d%2FCIDueHjKlrPAY%3D&reserved=0).   
   
**BRELAND Track List**  
   
1. "My Truck"  
2. "Horseride"  
3. "Hot Sauce"  
4. "In The Woulds" (feat. Chase Rice & Lauren Alaina)  
5. "WiFi"  
6. "Beautiful Lies"  
7. "My Truck" (feat. Sam Hunt) [Remix]

**Download or stream the BRELAND EP** [here](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2Fc7hk5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341480756&sdata=CGiJsxaKZ4VnBtBc3SSEFbC0owWpywVWc84s48eI2zU%3D&reserved=0)**.**

BRELAND is set for several livestream performances in celebration of the EP’s release. Catch him today (5/22) on *MTV*’s [Instagram](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2Fszik5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341480756&sdata=jx6Tn4a1ktkL%2FvNZUjnf6mU%2FbxXkMCF77uKvWqb3WnM%3D&reserved=0) at 4:00 p.m. ET and on *Taste of Country*’s [Instagram](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2F8rjk5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341490751&sdata=zb5FFTo6H410o9ofoZ9TUKkovAalVNdqY%2FEpMFvbYlU%3D&reserved=0) at 5:30 p.m. ET. On Wednesday (5/27), he’ll go live on *The Boot*’s [Facebook](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2Fsbgq57%2Fkphioil%2Fokkk5tg&data=02%7C01%7Cchandler.owen%40atlanticrecords.com%7C3dba481f5d2e424e34ac08d7fe58b8d2%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637257529341490751&sdata=cnbPufLwfgHKb1z7wVEnxM4Mzdw4RsjBaCDpGwaOXSs%3D&reserved=0) at 4:00 p.m. ET.

**ABOUT**   
New Jersey-born BRELAND began writing songs as a teenager, inspired by a diverse collection of sounds and eclectic artists like the Beatles, Rascal Flatts, Prince, and his number-one influence, Stevie Wonder. While attending Georgetown University, BRELAND knocked on every possible music-industry door and eventually broke through as a songwriter, landing a number of high-profile cuts with rappers like Elhae and YK Osiris. But as he continued to work on his own music, BRELAND soon posted “My Truck” on social media as a challenge to determine whether he could elicit 500 comments – and after smashing that goal, self-released the track to multi-platform success. Along with paving the way for BRELAND’s signing to Bad Realm/Atlantic Records, “My Truck” sparked headline-worthy streaming success, including hitting #1 on Spotify’s Global Viral 50 and US Viral 50 charts. Praised by *Rolling Stone* as “1,000 percent the whole package,” BRELAND has been featured in leading press outlets like *Genius, Paper, USA TODAY* and *Billboard*’s “Emerging Artists Spotlight,” and in April released a remix of “My Truck” featuring Country superstar Sam Hunt. BRELAND’s self-titled EP debut arrived May 22, featuring both versions of “My Truck” and five other standout co-writes.

**CONNECT WITH BRELAND**

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Jensen Sussman / [jensen@sweettalkpr.com](mailto:jensen@sweettalkpr.com?subject=%28new%20music%29%20BRELAND%20RELEASES%20SELF-TITLED%20DEBUT%20EP%20TODAY)

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