FOR IMMEDIATE RELEASE

JUNE 25, 2021

**SARA KAYS SHARES NEW SONG “TRAFFIC LIGHTS”**

**ACCLAIMED SINGER-SONGWRITER SURPASSES 250 MILLION GLOBAL AUDIO STREAMS**

**LISTEN TO “TRAFFIC LIGHTS”** [**HERE**](https://SaraKays.lnk.to/trafficlightsPR)

**WATCH THE OFFICIAL LYRIC VIDEO** [**HERE**](https://SaraKays.lnk.to/trafficlightsPR/youtube)

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*“Sara Kays’ music has something to offer for everyone.”* ***–*** [***PEOPLE***](https://people.com/music/meet-the-talented-emerging-artists-making-their-mark-summer-2021/?slide=aaa45d60-c6ce-4f45-9624-e53f28f0eacb#aaa45d60-c6ce-4f45-9624-e53f28f0eacb)

Nashville-based solo songwriter, guitarist, and ukulele player **Sara Kays** has shared her new song, “[Traffic Lights](https://sarakays.lnk.to/trafficlightsPR),” available now at all DSPs and streaming services. An official lyric video is streaming now at YouTube [HERE](https://SaraKays.lnk.to/trafficlightsPR/youtube).

*“I wrote this song about noticing when someone is gradually falling out of love with you,”* says **Sara**. *“At first you notice a small thing that might shift from how things have always been – in this song that’s when you’re driving around with them, and they don’t look at you or joke around with you like they used to. I hone in on that moment in these lyrics, but really it represents a lot of bigger things happening and a bigger loss.”*

“Traffic Lights” follows a string of recent releases including “[Backseat Rider](https://SaraKays.lnk.to/BackseatRiderPR),” “[Future Kids](https://SaraKays.lnk.to/FutureKidsPR)” and “[Picture of You](https://SaraKays.lnk.to/PictureOfYouPR),” which all see Kays building upon the breakout success of her viral breakup anthem, “[Remember That Night?](https://sarakays.lnk.to/RememberThatNight)”. The hit single proved a Top 40 favorite at Triple A radio outlets nationwide, becoming Sara’s first Top 10 single on any *Billboard* chart with over **180M** global audio streams and over **7.7M** views at [YouTube](https://www.youtube.com/watch?v=HiQ8BVMyF6Q). Celebrating her breakout success, the remarkable artist went on to make her U.S. television debut with a performance of “Remember That Night?” on *The Late Show with Stephen Colbert* – [WATCH HERE](https://www.youtube.com/watch?v=UhC9SXlWj-Q).

“Remember That Night?” arrived shortly after the release of Kays’ acclaimed EP, [*Camera Shy*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsarakays.lnk.to%2FCameraShy&data=04%7C01%7CAndrew.George%40atlanticrecords.com%7Ca5f1a285334440d9f35408d8979ecd66%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637426055595115984%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=3ff%2BkaE1oCAzi860RZUzJBWhH5FQHQcSUU3x7BVJ29I%3D&reserved=0), which is highlighted by the streaming favorites, “[No Matter The Season](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsong.link%2Fus%2Fi%2F1498942458&data=04%7C01%7CAndrew.George%40atlanticrecords.com%7Ca5f1a285334440d9f35408d8979ecd66%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637426055595125946%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=pDfHgJPsXWPen5mXNubIOCnFKjc2IhQB%2FV5lfsUYggI%3D&reserved=0),” “[Smaller Than This](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsong.link%2Fi%2F1510253887&data=04%7C01%7CAndrew.George%40atlanticrecords.com%7Ca5f1a285334440d9f35408d8979ecd66%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637426055595125946%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=QeRcoCUADxSohRJY0M3%2BxwQStPI9Wf1NWLeBQoGb7FI%3D&reserved=0),” “[Chosen Last](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsong.link%2Fs%2F3NDgV66iYYySIgo5RSvQ5d&data=04%7C01%7CAndrew.George%40atlanticrecords.com%7Ca5f1a285334440d9f35408d8979ecd66%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637426055595135907%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=6Hn1n1yvYEd8TI%2FfU1HFOUJMxv6SF2mV28sTh8egzBc%3D&reserved=0),” and the emotionally vulnerable “[I’m Okay Though](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DOAvnLQJ6O5o&data=04%7C01%7CAndrew.George%40atlanticrecords.com%7Ca5f1a285334440d9f35408d8979ecd66%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637426055595135907%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=YXFN9lKKgsjO1uYD3Vyvbk98xK7WYv9sY%2FqfT1O%2B9GI%3D&reserved=0).” The EP – which has now garnered over **35M** worldwide streams to date – sees the 22-year-old artist turning her internal struggles with isolation, body image, and a fractured family into bravely candid acoustic songcraft that captures her personal fears while simultaneously offering listeners relief through relatable storytelling.

Recently featured as one of [***People Magazine***](https://people.com/music/meet-the-talented-emerging-artists-making-their-mark-summer-2021/?slide=aaa45d60-c6ce-4f45-9624-e53f28f0eacb#aaa45d60-c6ce-4f45-9624-e53f28f0eacb)*’s* “*Talented Emerging Artists* *Making Their Mark on the Musical Landscape,”* Kays’ poetic brand of alternative pop, which she writes and records all on her own, has earned her more than **1.8M** TikTok followers, a growing audience that feels more like a supportive community. Along with her increasing popularity, Kays was profiled for [***Billboard***](https://www.billboard.com/articles/columns/pop/9528263/sara-kays-interview-remember-that-night-emerging-artists-spotlight/)’s “Emerging Artists Spotlight,” hit the upper reaches on [***Rolling Stone***](https://www.rollingstone.com/music/music-news/davido-rylo-rodriguez-lil-baby-breakthrough-1097666/)*’s* “Breakthrough 25” chartand has drawn a wide range of media attention from outlets including ***Entertainment Weekly***, ***MTV***, ***SPIN***, ***FLAUNT***, ***American Songwriter***, [***FLOOD***](https://floodmagazine.com/83262/sara-kays-remember-that-night-video-premiere/)*,* ***BuzzFeed****,* ***HUFFPOST*** and [***Alternative Press***](https://www.altpress.com/features/best-new-songs-october-2020/), which named her among its “50 New Artists You Need To Hear*.”*

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