FOR IMMEDIATE RELEASE

SEPTEMBER 29, 2021

**REILEY SOARS WITH “SUPERMAN”**

**NEW SINGLE/VIDEO FROM EMERGING POP STAR & TIKTOK ICON**

**WITH MASSIVE 11 MILLION PLUS FOLLOWING AVAILABLE NOW**

**DEBUT *brb, having an identity crisis* EP ARRIVES**

**OCTOBER 27TH VIA ATLANTIC RECORDS**



[DOWNLOAD HIGH-RES IMAGES](https://press.atlanticrecords.com/reiley/)

**WATCH/STREAM “SUPERMAN”:** <https://Reiley.lnk.to/Superman>

**PRE-SAVE *brb, having an identity crisis* EP**: [https://Reiley.lnk.to/brbhavinganidentitycrisis](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Freiley.lnk.to%2Fbrbhavinganidentitycrisis&data=04%7C01%7CBrian.Sommer%40atlanticrecords.com%7C680c42bf142d4989ac7608d982d4d0d7%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637684672809267384%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Uw5T1laDIXMwaGc9UeM0FdNnBRtf%2BJamjwjcPHtqac0%3D&reserved=0)

Rising pop sensation **Reiley** has premiered his highly anticipated sophomore single “**Superman**,” arriving today alongside a compelling self-directed video companion. The track marks the latest offering from his forthcoming debut EP, ***brb, having an identity crisis****,* arriving October 27th via **Atlantic** **Records**.

Co-written by **Reiley**, “**Superman**” sees the him tearfully confront the ripple effect of addiction on his family. *“It’s a song about disappointment,”* he admits. *“It explores my relationship with my father. He’s struggled with alcoholism. Before I got signed, his addiction got so bad it almost broke up our family. When I wrote ‘****Superman****,’ I had so many emotions bottled up: pain, resentment, fear, empathy, pity. Even a sense of loss. Above all I was so incredibly disappointed. I grew up idolizing my father and thought he was infallible. But he’s only human. I think the realization that your parents can do wrong is always scary.”*

Born to remote origins in the Faroe Islands (about 200 miles north of the UK with a population of just over 50,000 people), **Reiley** quietly made a global impact with an exuberant presence as loud as his traffic-stopping voice and as colorful as his runway-ready aesthetic. During 2020, he embraced TikTok ([@reiley](https://www.tiktok.com/%40reiley?lang=en)) as a way to connect with listeners far and wide. Against a colorful backdrop, he belted hits into a silver mic practically floating in front of him, ultimately generating nearly 1 billion views, inciting 128 million likes, and attracting nearly 11 million followers.

“**Superman**” follows **Reiley**’s infectious debut single “[**Let It Ring**](file:///C%3A/Users/TedSullivan/Desktop/reiley.lnk.to/LetItRingPR)” – which was deemed *“already historic”* by **PAPER** upon release earlier this year, in addition to receiving praise from the likes of **Billboard**, **Cosmopolitan**, **Flaunt** & more. The track, penned/produced by **Lostboy** (**Zedd**, **Bebe Rexha**), **Lauren** **Aquilina** (**Rina** **Sawayama**, **Olivia O’Brien**) & **JHart** (**Jennifer Lopez**, **Camila Cabello**), features the first-ever licensed sample of the instantly recognizable official iPhone ringtone and has picked up an incredible 10 million plus streams in addition to over 2 million YouTube views since its release.

The singer, songwriter, director, producer, and personality properly tells his story in his own words on his forthcoming ***brb, having an identity crisis***EP, and much more to come in 2021. “*As an artist, it’s my job to bare my soul and reveal my true self,”* he explains. *“I hope, if you’ve had similar experiences to mine, you can find comfort in knowing you’re not alone. At the end of the day, that’s really why I’m here.”*



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