FOR IMMEDIATE RELEASE

MARCH 25, 2022

**SUECO DROPS “TODAY” VIDEO**

**RIAA CERTIFIED VIRAL STAR RELEASES NAS BOGADO-DIRECTED VIDEO**

**EMOTIONALLY CHARGED, CONFESSIONAL TRACK APPEARS ON SUECO’S DEBUT ALBUM**

***IT WAS FUN WHILE IT LASTED* – OUT NOW** [**HERE**](https://sueco.lnk.to/ItWasFun)

**CURRENTLY ON TOUR WITH OLIVER TREE AND 347AIDAN**

**+ SLATED TO PLAY FIREFLY FESTIVAL, READING AND LEEDS AND MORE**

**WATCH “TODAY”** [**HERE**](https://sueco.lnk.to/TodayVideo)



*“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***

RIAA certified singer/producer **Sueco** has released the official visual for his personal and heavy track “Today.” From his recent debut album, [*It Was Fun While It Lasted*](https://sueco.lnk.to/ItWasFun), that “*is a journey from dark to light,”* the emotional opening track sees Sueco in his last moment before getting sober. The Nas Bogado (5SOS, Royal & the Serpent, Lauren Sanderson)-directed video is streaming now [HERE](https://sueco.lnk.to/TodayVideo).

On the song, Sueco shares: *“I got sober in the summer of 2021. I was getting blacked out every day. I knew if I kept doing it, something bad would happen. My grandparents have a cabin in Mammoth, so I grabbed the keys from them and drove up there for a week. I quit cold turkey. I wrote ‘Today’ the night before I left. I really wanted people to hear it, so I put it at the beginning. The album is a journey from dark to light, going from a place of emptiness to everything being alright.”*

“Today” first appeared on Sueco’s debut album, [*It Was Fun While It Lasted*](https://sueco.lnk.to/ItWasFun), alongside standout tracks “[Loser](https://sueco.lnk.to/Loser),” “[SOS (Feat. Travis Barker)](https://sueco.lnk.to/SOS),” “[Sober/Hungover (Feat. Arizona Zervas)](https://sueco.lnk.to/Sober),” “[Drunk Dial](https://sueco.lnk.to/DrunkDialVideo)” and the breakthrough #1 hit “[Paralyzed](https://sueco.lnk.to/Paralyzed).” On the eve of his album release, Sueco was awarded with his RIAA certified gold plaque for his runaway hit “[Paralyzed](https://sueco.lnk.to/Paralyzed)” which exploded onto the scene last summer with a hugely popular [TikTok](https://www.tiktok.com/%40suecothechild/video/6993054500705684742) teaser and has since gone on to earn more than 140M worldwide streams, reaching #1 on Spotify’s “Viral 50 US” while proving the Los Angeles-based singer, producer, and multi-instrumentalist’s first ever *Billboard* “Hot 100” and *Rolling Stone* “Top 100” hit. “Paralyzed” further saw Sueco make his *Rolling Stone* “Top 500 Popular Artists” chart debut 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.”

Now boasting over 770M streams, Sueco – who recently starred on the cover of [*Alternative Press*](https://www.instagram.com/p/CUsvMjiv8Ai/) – is currently introducing fans everywhere to *It Was Fun While It Lasted* with a high profile North American live schedule, including a spot on chart-topping pop icon Oliver Tree’s *Cowboy Tears Tour* alongside special guest 347aidan. Dates continue through late March. In addition, Sueco has been announced as part of the star-studded lineup for Dover, DE’s Firefly Music Festival lineup, Texas’ Float Fest and the iconic Reading and Leeds Festival. For updates and more, please visit [www.sueco.com](http://www.sueco.com).



([DOWNLOAD](https://warnermusicgroup.box.com/s/ktt3skezv7eukcb66p4qrnqsh7ijc853) HI-RES IMAGES)

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