FOR IMMEDIATE RELEASE

AUGUST 25, 2022



**SUECO AND THE SANDBOX UNVEIL THE “SUECO SPLIT PERSONALITIES” EXPERIENCE**

**RIAA PLATINUM CERTIFIED ARTIST BECOMES WARNER MUSIC GROUP’S FIRST ARTIST TO BE FEATURED IN THE SANDBOX**

**ACCESS THE EXPERIENCE IN THE SANDBOX’S ALPHA SEASON 3**

**AVAILABLE NOW** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fregister.sandbox.game%2Fsuecoseason3&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7C5dd04840fc9c43b5ee4708da85fab68d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637969609095089479%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=zzgKAJTo2GjPHZw41wLeC%2Bj6V0k7GjzcISVr06PeVPM%3D&reserved=0)

***IT WAS FUN WHILE IT LASTED (DELUXE)* ALBUM COMING SOON**

[**WATCH TRAILER HERE**](https://youtu.be/cCypNuOlQ50)

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[DOWNLOAD GRAPHICS HERE](https://warnermusicgroup.box.com/s/fg6i5do5gtg9qm6swd1kivaweg0z2r6i)

As an artist who’s no stranger to Web3 and is committed to bringing his fans unique experiences, **Sueco** has unveiled his trailblazing experience in the metaverse via social gaming platform, The Sandbox. Sueco premiered the [trailer](https://youtu.be/cCypNuOlQ50) of his experience at the WMG/The Sandbox NFT.NYC event back in June, in which he was also a featured panelist. Built on WMG’s music metaverse, which is centrally located on the map and in the heart of The Sandbox’s music district, The Sueco Portal is a first look at his wide-ranging activation on the platform. The experience is featured in The Sandbox’s Alpha Season 3 and is available now [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fregister.sandbox.game%2Fsuecoseason3&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7C5dd04840fc9c43b5ee4708da85fab68d%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637969609095089479%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=zzgKAJTo2GjPHZw41wLeC%2Bj6V0k7GjzcISVr06PeVPM%3D&reserved=0).

Over the past year, **Sueco’s** team and The Sandbox have been working closely to create a narrative-based experience inspired by Sueco’s artistic evolution as a musician. As someone that likes to experiment with their fashion and artist outlook, the experience is aptly named ‘Sueco’s Split Personalities,’ a single player voxel game that takes you through Sueco’s iconic looks.  In the game, players can help Sueco find his missing car pieces, fight through a crowd of mosh-pitting fans, and more. Featuring three distinct worlds representing various Sueco music videos, players will work through each of the levels and listen to select tracks from his forthcoming album, *It Was Fun While It Lasted (Deluxe).*



**ABOUT SUECO**

Sporting signature spectacles under a loose mane of wild long hair, Sueco practically drips attitude. The RIAA certified Los Angeles-based singer, producer, and multi-instrumentalist channels the spirit of nineties pop-punk through a 21st century lens, tapping into the unpredictability of hyperpop, the catharsis of hardcore, and a whole lot of hip-hop finesse. His debut single “Fast” blew up in a big way during 2019. It captured #1 on TikTok, #1 on Spotify’s *Viral 50 - Global*, and #1 on the *Viral 50 - US*, reached gold status, and attracted Offset and A Boogie Wit Da Hoodie for its high-powered Official Remix. On the heels of his first full-length project *MISCREANT*, he teamed up with Ty Dolla $ign, Wiz Khalifa, and Lil Yachty for “Speed Of Life,” Papa Roach on “Swerve” [feat. FEVER 333 & Sueco], and Illenium on “Story Of My Life” [feat. Sueco & Trippie Redd]. Along the way, he kicked off his next chapter, embracing his earliest influences with producers and cowriters such as John Feldmann [Machine Gun Kelly, Avril Lavigne, Jxdn, 5SOS] and Colin “DOC” Brittain [5SOS, Papa Roach] for his debut album, [*It Was Fun While It Lasted*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsueco.lnk.to%2FItWasFun&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=bKyGl6CkMgiVCnFQkV32Vnpzq4cEFu0ld%2FoE5Z%2BNz2w%3D&reserved=0). The critically-acclaimed project serves up hit after hit including, “[SOS” [feat. Travis Barker](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsueco.lnk.to%2FSOS&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=SrEOiqzsw%2B942UjkjqGtbc7m%2F476wmeTqV%2FyBRayALs%3D&reserved=0)], “[Sober/Hungover” [feat. Arizona Zervas]](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsueco.lnk.to%2FSober&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Hfmmt9SDWI9gXrWr6iJ2lL%2F8a%2BuY7L4Fs3CuiBHRams%3D&reserved=0), “[Drunk Dial](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DjKkXrLlOz-g&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=IiEtyy2wEWiy9W%2BPpSeR2a1YD%2FBTWFhgR2%2BTtCYq8ZA%3D&reserved=0),” and his RIAA gold-certified smash, “[Paralyzed](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsueco.lnk.to%2FParalyzed&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=RSw75l%2B57h2rfDqJyxTL5SLmHI9wrwwtS0T2gv1CLkE%3D&reserved=0).” Earning global DSP playlist support and critical acclaim, “Paralyzed” marked Sueco’s first entry on the *Billboard*  “Hot 100” and *Rolling Stone* “Top 100” charts, amassing over 150 million global streams. After generating nearly 1 billion streams and receiving praise from the likes of *Rolling Stone*, *NYLON*, *Alternative Press*, *Billboard* and *OnesToWatch*, Sueco says, *The album is a journey from dark to light,*” Sueco says, “*going from a place of emptiness to everything being alright. It’s the end of one chapter, and the beginning of another. It really was fun while it lasted.*”

**WHAT PEOPLE ARE SAYING ABOUT SUECO:**

*“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*

**CONNECT WITH SUECO**

[WEBSITE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.sueco.com%2F&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=IwGA0784gfzFCBF7f9sL3BWm2MlFezzeH3MX8iJgQYA%3D&reserved=0) | [INSTAGRAM](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Finstagram.com%2Fsuecothechild&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Se0Od327LR2AOUrwpi28umeTTU6CG0swNafdScPziW0%3D&reserved=0) l [TIKTOK](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.tiktok.com%2F%40sueco%3Flang%3Den&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=yYg%2BeAom6%2B31QN7FUTz53u3LNgMJedvWwzwRra4j6cQ%3D&reserved=0) | [TWITTER](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Ftwitter.com%2Fsuecothechild&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325642139%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=T9HtNmPK96u5a%2FgPw1Qh7SWJYptVhH4e1ogTT6FLy3o%3D&reserved=0) l [SOUNDCLOUD](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fsueco&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325798382%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=xT3ihCdPbwcQrZYu4pSEi9Af4ehztYEjyylC%2FJVIVRg%3D&reserved=0) l [YOUTUBE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCCUI6K_Q7p-k6kvQI5H0e3A&data=05%7C01%7CJessica.Nall%40atlanticrecords.com%7Cfe71378883664551927908da5fa9d70b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637927480325798382%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=lMxxZ60nPU7m88l0tV03nlWVqoo1FM8T3%2BECDwJ%2Bw0Y%3D&reserved=0)