FOR IMMEDIATE RELEASE

SEPTEMBER 2, 2022

**ALEX WARREN ARRIVES WITH LABEL DEBUT SINGLE “HEADLIGHTS”**

**MULTI-TALENTED SINGER-SONGWRITER SHARES EAGERLY AWAITED NEW SINGLE AND AUTOBIOGRAPHICAL MUSIC VIDEO OUT NOW VIA ATLANTIC RECORDS**

**“**[**I HOPE YOU’RE PROUD.**](https://www.youtube.com/watch?v=DhQN__lIzus)**” DOCUSERIES STREAMING NOW ON YOUTUBE**

[**LISTEN TO “HEADLIGHTS”**](https://alexwarren.lnk.to/Headlights) **|** [**WATCH OFFICIAL VIDEO**](https://www.youtube.com/watch?v=hJskvsP--6o)

A person holding a guitar on a beach

Description automatically generated with medium confidence

[DOWNLOAD HI-RES PHOTO](https://warnermusicgroup.app.box.com/s/kfkbedh2ffz48rrxsw6muhpsyndn8s3p) – CREDIT: JIMMY FONTAINE

Multi-talented singer-songwriter **Alex Warren** has shared his eagerly awaited **Atlantic Records** debut single, “[**Headlights**](https://ffm.to/awarrenpresave),” available now at all DSPs and streaming services [**HERE**](https://alexwarren.lnk.to/Headlights). The magnetic, deeply moving track – which has already earned over **157K** pre-saves and **74M** views on TikTok – is joined by an official music video, based on Alex’s true life story, streaming now via YouTube [**HERE**](https://www.youtube.com/watch?v=hJskvsP--6o).

“‘*Headlights’ is about anxiety, feeling like an audience member watching your own life, and all the things you can't control,”* Alex shares with [**Rolling Stone**](https://www.rollingstone.com/music/music-news/alex-warren-headlights-music-video-1234585565/).“*This song means a lot to me because it perfectly describes how I'm currently feeling, as opposed to my previous tracks, which were more focused on events from my past*. *The song is inspired by a troubling time when I was 17 and felt I couldn't do anything to get out of the hole of my anxiety, but also how I can still feel that way today. Experiencing that same anxiety despite my different circumstances is mesmerizing in a way. Releasing art that relates to people who share that struggle with anxiety and mental health issues, a struggle that can feel lonely and confusing, feels really powerful and beautiful to me*.”

Known for his vulnerable pop melodies, passionate vocals, and lyrical candor, Alex recently announced his signing with **Atlantic Records** via an exclusive [**Billboard**](https://www.billboard.com/business/record-labels/alex-warren-signs-atlantic-records-1235128025/)announcement. Shortly after the announcement, Warren shared the first episode of his self-produced docuseries, “[**I Hope You’re Proud.**](https://www.youtube.com/watch?v=DhQN__lIzus)” The 9-minute episode follows Alex on his journey into music and how he attributes his success to his late father who passed away when he was 9 years old. From being homeless and sleeping in his friends’ cars with nothing but a camera and a laptop to landing a record deal, Alex’s evolution is anything but ordinary, and his late father has always been a driving presence in his life.

At just 21-years-old, the charismatic musician, digital creator and entrepreneur is one of the most followed Gen Z celebrities on YouTube, Instagram and TikTok. Alex has shared his life with the internet for 11+ years, building an online community of **20M+ cumulative followers.**

Last year, he released his first single, “[One More I Love You](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Ftrack%2F3v9IFz7EikDfXXfvPVfH6B%3Fsi%3D0AOc1nZaRby6etv9LNLeEQ&data=05%7C01%7CAndrew.George%40atlanticrecords.com%7Ce75e237559bc4a7a060c08da7a6f8746%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637956916675989964%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=igNEd%2BdU9vs%2F2kxeoZtuKHrMqAN3BbUOMfMOGaKTpO0%3D&reserved=0),” which channeled his traumatic childhood experiences into a heart-wrenching musical debut that has earned **31M** streams to date. Since then, Alex has released two more singles, “[Screaming Underwater](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Ftrack%2F2jYDlPVG15WCb7VfXldCNN%3Fsi%3DibLU4CJNSI6qkXI8e_wZ6g&data=05%7C01%7CAndrew.George%40atlanticrecords.com%7Ce75e237559bc4a7a060c08da7a6f8746%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637956916675989964%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=l2eJzpTc6jaqPoTUMV%2BmF7we7Ss2kUFJuZ2oDILZpeE%3D&reserved=0)” and “[Remember Me Happy](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Ftrack%2F6LmgJRJKksk4FlSWBBLWpw%3Fsi%3DfXU3K4ZxSziUbqG9QIQfHg&data=05%7C01%7CAndrew.George%40atlanticrecords.com%7Ce75e237559bc4a7a060c08da7a6f8746%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637956916675989964%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=YH3w8UXmP0Z2ed8D3qYfuBL9OJSo8ZjEu6m9umHBRD8%3D&reserved=0)”.

Warren kept the momentum going in 2022, starting his own compelling podcast, [Locked In with Alex Warren](https://www.youtube.com/channel/UCzJBy-dxJCjQK53achYYFDQ). Now he’s hard at work creating new music to not only uplift himself but inspire others as well.



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**For more information on Alex Warren, please contact**:

Andrew George | Atlantic Records | [andrew.george@atlanticrecords.com](mailto:andrew.george@atlanticrecords.com)

Jaclyn D. Carter | Shore Fire Media | [jcarter@shorefire.com](mailto:jcarter@shorefire.com)

Andrea Evenson | Shore Fire Media | [aevenson@shorefire.com](mailto:aevenson@shorefire.com)

Maria Eilert | Shore Fire Media | [meilert@shorefire.com](mailto:meilert@shorefire.com)