**SINGER-SONGWRITER ROWAN DRAKE SHARES EMOTIONALLY CHARGED SONG “HEY LITTLE SISTER”**

**LISTEN** [**HERE**](https://rowandrake.lnk.to/HeyLittleSister) **| WATCH** [**HERE**](https://www.youtube.com/watch?v=0KsBhNljFbc)

“‘*Hey Little Sister’ is a song of remorse felt by myself for not being there for my little sister in our childhood,*” Drake says. “*It’s a message that I wish I could’ve communicated to her many years ago. It’s touches on the domestic violence that filled our lives at that time. I hope this song can allow anyone who relates to these struggles the space they need to remember and to heal around these traumas. They are so easy to push down and let linger but I’ve found that to be the opposite of how we can process and grown from it all.*”

A close up of a person's eye

Description automatically generated   A picture containing person, wall, indoor

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Pop singer-songwriter **Rowan Drake** has shared his most emotionally charged new single, “**Hey Little Sister**,” available now via Atlantic Records/Arthouse Records at all DSPs and streaming services [HERE](https://rowandrake.lnk.to/HeyLittleSister). Produced by Jonny Shorr (GAYLE, Alex Warren, Catie Turner) and co-written by Drake, Shorr, and Davin Kingston (John Legend, Jonah Kagen), the track is joined by an official visualizer streaming now at YouTube [HERE](https://www.youtube.com/watch?v=0KsBhNljFbc).

Already a fan favorite with more than 250K total views on TikTok so far, the powerful “Hey Little Sister” stands as the latest in a series of singles including “[2 People](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Frowandrake.lnk.to%2F2peopleID&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2da393e967ae4bfd5ad608daa88082d1%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638007567142144933%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=W1ddyMRM18%2FEFEMLSeAO3DssoaUWKb08PehPPlpcsZw%3D&reserved=0)” and “[Abandonment Issues](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Frowandrake.lnk.to%2FAbandonmentIssuesID&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2da393e967ae4bfd5ad608daa88082d1%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638007567142457417%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=8Scko4MV8VpKwdbLz283V%2B2twOeQsWLPCh8MPcSKbfU%3D&reserved=0),” both available now at all DSPs and streaming services. Produced by Aaron Osbourne and co-written with Ben Levy (a.k.a. Author), “Abandonment Issues” marked a creative turning point for Drake, matching the 19-year-old artist’s graceful guitar strumming and airy-yet-potent vocal performance with sudden bursts of hard-hitting beats to create a spellbinding piece of musical storytelling. The track was met by applause from such outlets as ***Billboard*** who named it to their “10 Cool New Pop Songs” and praised “*Drake’s feathery vocal approach, paired here with meaty guitar strums and canned strings, yield a surprisingly affecting declaration that doesn’t lose any luster on replay listens*,” and [*Glasse Factory*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fglassefactory.com%2Frowan-drake-abandonment-issues%2F&data=05%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2da393e967ae4bfd5ad608daa88082d1%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638007567142457417%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=7JB6Ty8BBwrPs55dR1XKSr6HfDnRihT%2BSxo6xqL4BxI%3D&reserved=0), which raved “*‘Abandonment Issues’ is angelically moody with its soften yet razor sharp instruments that breath with opposing sounds but somehow come together to wedge the knot in our throats closer to the surface. With a voice made of silver, it travels throughout the track to the beat of its own drum, leading its instrumentals on a hypnotic path towards closure. High and low, Drake displays his conversationally-driven vocal range, breaking the fourth wall in an attempt to close the gap between our world and his.*”

For Rowan Drake, songwriting has always provided a space for transforming his feelings into unexpected beauty. Growing up in the small college town of Ithaca, New York, the singer-songwriter-multi-instrumentalist first discovered the power of that outlet when, at age 15, a devastating accident ended his dream of becoming a competitive snowboarder. After devoting nearly all his life to his snowboarding career, Drake began exploring his innate musicality by dreaming up his own hypnotic form of pop – moody, immersive, and fearlessly confessional, merging the intense introspection of classic singer/songwriters with a more forward-thinking sonic aesthetic. The talented young troubadour soon began performing locally around his hometown, self-releasing his first song while still in high school. Upon graduation, Drake packed up his car and moved to Los Angeles where he quickly connected with an array of rising young talents and potential collaborators. Currently hard at work creating more new music to follow throughout the year, Rowan Drake remains determinedly focused on preserving the immediate impact of unfiltered expression through deep connection with his fast-growing fan following.

“*It’s been amazing to see that once I create something and put it out there, it belongs to everyone else just as much as it belongs to me,*” Drake says. “*With every song I make, I’m just trying to get something off my chest, and then people can take that song and fit into their lives however they need to – hopefully it will help them to let go and cry if they need to cry, or smile if they just need to smile.*”

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