

A handwritten signature in black ink that reads "Alex Warren". The script is fluid and cursive, with the first letters of "Alex" and "Warren" being significantly larger and more stylized than the rest of the letters.

No matter how rough life gets, Alex Warren steadies himself with a piano and a pen. Music has carried the California-born singer and songwriter through the most unimaginable of circumstances. Now, he's using music to not only uplift himself, but to uplift others as well. Enduring physical, emotional, and spiritual abuse, surviving homelessness, and finding his purpose, he transforms his darkest moments into bold, brave, and bright anthems on his forthcoming debut project for Atlantic Records and more to come.

"I tried therapy at a young age, and it didn't hit the way it was supposed to, in my opinion," he states. "But when I was alone in a room with a piano and could write down how I felt, it was where I felt most understood and free of my own isolation. It was therapeutic to melodically make something so beautiful out of something so terrible."

Diagnosed with terminal cancer twice, Alex's dad knew he was going to die, so he spent every minute he could with his family. He woke up at 5am before work in order to take Alex to the skatepark on a daily basis. He brought the kids to *Legoland* regularly in addition to making countless other memories and filming as much as possible. Importantly, he bought Alex a Fender guitars and introduced him to the music of Coldplay, Linkin Park, and Train, among others.

"I forget a lot about him, but I'll never forget how he only cared about his kids," Alex says. "There's nothing else in the world that mattered. He would do anything to fit in time for the people he loved. I try to do the same. He also pushed us to follow our dreams. I'm glad he filmed everything, so we would be able to see what life was like back then."

He died from kidney cancer after Alex turned nine. The stress of raising four children and managing multiple investment properties (*in the midst of the market crash of 2008*) weighed heavily on Alex's mother. She fell deeper into violent alcoholism, taking out her frustrations on Alex in a vicious cycle of physical and mental abuse. Tensions boiled over to the point where she finally kicked him out at the age of seventeen. Between short spells of couch surfing, he lived in his car for nearly six months.

"The reason I'm so grounded is because I had a few friends who genuinely helped me at the time," he recalls. "It's a gesture I will never take for granted."

Inspired by the likes of Ed Sheeran, Lewis Capaldi, Justin Bieber, Greyson Chance, and Shawn Mendes, he kept singing.

"My mom always said, '*You can't do music, because it's not possible*,'" he recalls. "However, you couldn't take singing away from me. I was like, '*I want to do that. It's possible*'."

He shared renditions of popular tunes on social media, and his cover of "Electric Love" by BØRNS exploded with tens of millions of views. He parlayed the momentum into original music. Preserving the memory of his father, he released "One More I Love You" in 2021. Between shuddering piano chords, its openhearted honesty instantly reacted with listeners everywhere, generating over 24.2

million Spotify streams and 4.4 million YouTube views on the music video. *Banger of the Day* hailed it as “*heartwrenching*” and “*moving*.” On its heels, “Screaming Under Water” exceeded 5.9 million Spotify streams as “Remember me Happy” reeled in 4.1 million Spotify streams. He wrote the latter on the day his mom died—lost forever to her addiction. Soldiering on, he caught the attention of Atlantic Records and inked a deal with the label during 2022.

Now, Alex introduces his next chapter with the single “Headlights.” Tense acoustic guitar underlines the push-and-pull of his internal dialogue during the verses as he reveals, “*I’m in the backseat of my own life, someone else is driving a street that don’t feel like mine.*” The momentum turns on a dime, practically crashing into the magnetic and melodic refrain with a shining hook.

“I wanted to make a song depicting anxiety,” he elaborates. “It’s an anthem for people who feel like they don’t have control over their lives. I remember I heard one of my roommates say anxiety is fake. I was like, ‘*What the fuck did you just say?*’ I tried to explain anxiety in a way that’s like a blueprint. For people who don’t know what it is, I’m literally giving analogies and painting a picture being like a deer in the headlights. You can’t see what’s coming.”

At the same time, he tells his story on-screen in the accompanying docuseries *I Hope You’re Proud*, which follows his journey thus far.

“I found myself in 2022,” he exclaims. “In so many situations, I just wanted to be liked. Maybe, it’s because I lacked that from a parental figure. I’ve never been this happy. I went through all of these horrible things to get to this moment. I’m doing everything I was told I could never do.”

Now, Alex is doing this with the greatest purpose of all.

“If I can help someone who’s crying at 3AM with one of my songs, that’s all that matters,” he leaves off. “These songs are for anybody who resonates with them, and that’s the beautiful thing about it.”

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