FOR IMMEDIATE RELEASE

SEPTEMBER 8, 2023

**ALEX WARREN WANTS TO KNOW “HOW COULD YOU (BE OK)”**

**MULTIMILLION-STREAMING SINGER-SONGWRITER SHARES HEARTWRENCHING NEW SINGLE**

**FOLLOWING FIRST-EVER HEADLINE TOUR DATES**

[**LISTEN TO “HOW COULD YOU (BE OK)”**](https://alexwarren.lnk.to/howcouldyoubeok) **|** [**WATCH OFFICIAL VIDEO**](https://youtu.be/EAlKpdJw_k4?si=Nbj2KBG60PtxBBVj)



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*“Alex Warren’s story is one you’ll want to sit down for – and his music is everything and more.”*

**– PEOPLE**

Acclaimed singer-songwriter **Alex Warren** has shared his heartwrenching new single, “**How Could You (Be Ok)**” - Listen [HERE](https://alexwarren.lnk.to/howcouldyoubeok). The track, written by Warren, Rollo Spreckly (Ava Max, Noah Cyrus, Galantis & Pink Sweat$, BTS & Steve Aoiki) and David Schaeman, releases alongside an official video that portrays a narrative love story – Watch [HERE](https://youtu.be/EAlKpdJw_k4?si=Nbj2KBG60PtxBBVj).

“*‘How Could You (Be Ok)’ is a personal story about an ex-girlfriend of mine who ended up cheating on me with my best friend,*” says Alex Warren. “*When I realized what was going on and confronted her about it, she told me she was sorry and had regretted it but then a week later I found out she started dating that same friend. This song is an anthem for people who’ve had their hearts ripped out of their chest and had to watch that person move on like nothing even happened. This song came from a place of deep emotional pain and the confusion that comes with building a life with someone who’s able to just throw it all away and move on with no remorse. I hope this song can help people that have gone through something similar get that much closer to the closure that they’re looking for and realize they’re not as alone as they might feel right now.*”

This week saw Warren showcase “How Could You (Be Ok)” as well as his other emotional tracks on his first-ever headline tour, including shows at San Diego, CA’s Voodoo Room, West Hollywood, CA’s The Troubadour, and Santa Ana, CA’s Constellation Room.

“How Could You (Be Ok)” marks the latest in a run of deeply personal singles from Warren, including “[**Change Your Mind**](https://alexwarren.lnk.to/changeyourmind),” a powerful examination of mental health issues and his own brother’s attempts at suicide, which was joined by an equally emotional music video directed by Dice Nguyen – Streaming now at [YouTube](https://alexwarren.lnk.to/changeyourmindPR/youtube/) following its exclusive premiere via [PEOPLE](https://people.com/alex-warren-change-your-mind-music-video-premiere-exclusive-7561004). The track has already amassed **37.5M** global streams and is approaching **40M** views across all TikTok posts using the sound.

The heartbreaking “[**Give You Love**](http://alexwarren.lnk.to/giveyoulovepr)” proved a viral favorite with TikTok teasers earning more than **50M+** combined views ahead of release. The track – which sees Warren embracing commitment after a history of past trauma – is joined by a companion video (streaming [HERE](https://youtu.be/PxYShy_jF0E)) co-starring the multi-talented singer-songwriter’s beloved fiancée, **Kouvr Annon**, and telling the incredible story of their love and relationship.

“**Give You Love**” followed the breakout success of Warren’s deeply moving anthem, “[**Chasing Shadows**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DeoH1d3xhwZE&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=R8RVCx%2FcOF0hT5hbi96r3boXNNlmMWIeaqz154aAITY%3D&reserved=0),” now boasting over **43.7M** worldwide streams to date, with a stripped back acoustic version streaming [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Falexwarren.lnk.to%2FChasingShadowsAcoustic&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=PkSzfN8F%2BjbRgxHWDGaE3qqmNa%2FOpLZQmxt7P6dAVT0%3D&reserved=0). “Chasing Shadows” in turn followed the multi-talented singer-songwriter’s critically acclaimed label debut single, “[**Headlights**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Falexwarren.lnk.to%2FHeadlights&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=fUibZ%2BoijDwhkJmd7DCpp%2FPqk4hQjNpI3KT60x0otxQ%3D&reserved=0),” which garnered **74M** views on TikTok prior to release and has since earned nearly **13.7M** streams worldwide along with high profile airplay on SiriusXM’s The Pulse. An official music video, based on Alex’s ongoing struggles with anxiety and depression, is streaming now [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DhJskvsP--6o&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=6o9ZqBcUzzGCbf9RGBw6eeMuW6%2BY%2FWd8Bl4%2B7N9n0xI%3D&reserved=0)following its exclusive premiere via [**Rolling Stone**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.rollingstone.com%2Fmusic%2Fmusic-news%2Falex-warren-headlights-music-video-1234585565%2F&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=VioBfEUT7DK2G4tnnjt%2BrA1CHUeEgdUo9D8pxuE8xbU%3D&reserved=0).

Named among [**PEOPLE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F__https%3A%2Fnam04.safelinks.protection.outlook.com%2F%3Furl%3Dhttps*3A*2F*2Fpeople.com*2Fmusic*2Femerging-artists-winter-2022*2F%26data%3D05*7C01*7CAndrew.George*40atlanticrecords.com*7Cdfc1183c4cf24ca8760908db2a534dc0*7C8367939002ec4ba1ad3d69da3fdd637e*7C0*7C0*7C638150309502681220*7CUnknown*7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0*3D*7C3000*7C*7C*7C%26sdata%3DUhan8vGbclOcgN2xoXoufNTV6ki6MqHUzhUaH7DwmuU*3D%26reserved%3D0__%3BJSUlJSUlJSUlJSUlJSUlJSUlJSUlJQ!!PIZeeW5wscynRQ!tofX8Pt7QEXYAkIs7ER64qDYFbA9An_rXKkV9mgrtNfHRb2tUg92eSCFvu5gAkIB7xluzzpeG_Y6bPQIUYB6U9jiF0YLM_tF%24&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=tfd1pSppKRMsVk8kQu0SCkFjQw%2Baiv1FWNNSV1JaSyo%3D&reserved=0)‘s list of “*Talented Emerging Artists Making Their Mark*,” Alex Warren is one of the most followed Gen Z celebrities on YouTube, Instagram and TikTok. From being homeless and sleeping in friends’ cars to now, Alex has shared his life with the internet for more than 11 years, building an online community of **25M+ cumulative followers.** Known for his vulnerable pop melodies, passionate vocals, and lyrical candor, Alex released his first single, “[One More I Love You](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F__https%3A%2Fnam04.safelinks.protection.outlook.com%2F%3Furl%3Dhttps*3A*2F*2Fopen.spotify.com*2Ftrack*2F3v9IFz7EikDfXXfvPVfH6B*3Fsi*3D0AOc1nZaRby6etv9LNLeEQ%26data%3D05*7C01*7CAndrew.George*40atlanticrecords.com*7Cdfc1183c4cf24ca8760908db2a534dc0*7C8367939002ec4ba1ad3d69da3fdd637e*7C0*7C0*7C638150309502681220*7CUnknown*7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0*3D*7C3000*7C*7C*7C%26sdata%3DyBRyRe00eJYM0IrFf1lX796sXZrhQb5dIw*2FhwhW1YHM*3D%26reserved%3D0__%3BJSUlJSUlJSUlJSUlJSUlJSUlJSUlJSUl!!PIZeeW5wscynRQ!tofX8Pt7QEXYAkIs7ER64qDYFbA9An_rXKkV9mgrtNfHRb2tUg92eSCFvu5gAkIB7xluzzpeG_Y6bPQIUYB6U9jiF4qyI749%24&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=LpG3VDI70rCvGxx8Nn5041Pnbz6OPY1%2BlNIqyJ2EJX0%3D&reserved=0),” in 2021, channeling his traumatic childhood experiences into a heart-wrenching musical debut. Since then, Alex independently released two more singles, “[Screaming Underwater](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F__https%3A%2Fnam04.safelinks.protection.outlook.com%2F%3Furl%3Dhttps*3A*2F*2Fopen.spotify.com*2Ftrack*2F2jYDlPVG15WCb7VfXldCNN*3Fsi*3DibLU4CJNSI6qkXI8e_wZ6g%26data%3D05*7C01*7CAndrew.George*40atlanticrecords.com*7Cdfc1183c4cf24ca8760908db2a534dc0*7C8367939002ec4ba1ad3d69da3fdd637e*7C0*7C0*7C638150309502681220*7CUnknown*7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0*3D*7C3000*7C*7C*7C%26sdata%3DVUCZi6cukGy5keXQ6oE2qrkm3hMqwA6kZuknXcw8NhM*3D%26reserved%3D0__%3BJSUlJSUlJSUlJSUlJSUlJSUlJSUlJSU!!PIZeeW5wscynRQ!tofX8Pt7QEXYAkIs7ER64qDYFbA9An_rXKkV9mgrtNfHRb2tUg92eSCFvu5gAkIB7xluzzpeG_Y6bPQIUYB6U9jiFwkwWgQv%24&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=aKiHDk0fe4lOhErvvXBEtXVZcwSCRsK2KJy5%2BKXzTXg%3D&reserved=0)“ and “[Remember Me Happy](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F__https%3A%2Fnam04.safelinks.protection.outlook.com%2F%3Furl%3Dhttps*3A*2F*2Fopen.spotify.com*2Ftrack*2F6LmgJRJKksk4FlSWBBLWpw*3Fsi*3DfXU3K4ZxSziUbqG9QIQfHg%26data%3D05*7C01*7CAndrew.George*40atlanticrecords.com*7Cdfc1183c4cf24ca8760908db2a534dc0*7C8367939002ec4ba1ad3d69da3fdd637e*7C0*7C0*7C638150309502681220*7CUnknown*7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0*3D*7C3000*7C*7C*7C%26sdata%3DCmDN*2Bjr0KjTyn4*2Bg*2Fg5IPNWjHomo7nhEp7QVky2m0Gc*3D%26reserved%3D0__%3BJSUlJSUlJSUlJSUlJSUlJSUlJSUlJSUlJSU!!PIZeeW5wscynRQ!tofX8Pt7QEXYAkIs7ER64qDYFbA9An_rXKkV9mgrtNfHRb2tUg92eSCFvu5gAkIB7xluzzpeG_Y6bPQIUYB6U9jiF3ij73df%24&data=05%7C01%7COlivia.Lee%40atlanticrecords.com%7Cbfd370684f6c4dba4c3408db3c3e1491%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638170009572629383%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Hwj6qDPXCO39HQRFPM3Ju%2FtYuxlSGgy8HHIT75Xdulc%3D&reserved=0).”

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