A picture containing text, tableware, plate, dishware

Description automatically generated

**DROP NEW TRACK ‘WHITE RIBBONS’ ACCOMPANIED BY OFFICIAL VISUALIZER**

[**LISTEN**](https://newdad.lnk.to/WhiteRibbonsEL)|[**WATCH**](https://youtu.be/99GaGJBB15M)

**DEBUT ALBUM ‘**[**MADRA’**](https://newdad.lnk.to/Madra) **OUT JANUARY 26th VIA FAIR YOUTH/ATLANTIC**

[**UK TOUR**](https://www.newdad.live/) **ANNOUNCED FOR JANUARY/FEBRUARY 2024**

A white bow with blood on it

Description automatically generated  [Hi-Res Artwork + Press Images](https://warnermusicgroup.box.com/s/hfh3kf2iganxtfkaajqu0rwjmxkpfkdd)

*“NewDad’s first full-length shows them expanding on their indie-pop roots, adding extra gnarly post-punk bite and more sophisticated textures to their updated mix of The Cure, Slowdive and Curve” -* **Uncut**

“*A compelling mix of alt-pop, folk balladry and all manner of fuzzball spookiness" -* **Record Collector**

***“****NewDad are the Irish shoegazers trying to set out their own generational path” -* **Rolling Stone UK**

*“The way in which NewDad’s music untangles the minutiae of major life changes has won them the hearts of a young, devoted following to whom they are somewhere between friends and emergent* [*rock*](https://www.nme.com/tag/rock) *heroes – awe-inspiring and aspirational, but also accessible” -***NME**

*“A debut album of formidable heights”* **- Dork**

Entering 2024 as one of Ireland’s brightest new bands following a slew of hype from the likes of NME (check out their recent [cover feature](https://www.instagram.com/p/C0_Rsj_yeG0/?hl=en)), Rolling Stone UK, Uncut and 6 Music, NewDad offer out [‘White Ribbons’](https://newdad.lnk.to/WhiteRibbonsEL) - the final installment ahead of the release of their anticipated debut album ‘Madra’, set for release on January 26 through Fair Youth/Atlantic.

Spending the bulk of last year advancing their status as one of Ireland’s most anticipated alt/rock bands, ‘White Ribbons’ dials back the bands’ fuzzy sound, instead, laying bare singer/guitarist Julie Dawson’s wounded songwriting over ghostly, melancholic undertones. Following a number of track drops over recent months - ‘[In My Head](https://www.youtube.com/watch?v=vGgkb6hWUBE)’, ‘[Angel](https://www.youtube.com/watch?v=rIBWBrJzXU0)’, ‘[Let Go](https://www.youtube.com/watch?v=xM6WlqCV_G0)’ and ‘[Nightmares](https://www.youtube.com/watch?v=g0GMsuQ8Nac)’ - ‘White Ribbons’ serves as the last offering ahead of their debut release. Speaking of the track, Julie says - ***“This song is about how no matter how much shit you put your body through, it always finds a way to fix itself, and that’s a very beautiful thing. ‘White Ribbons’ is a metaphor for my skin; something that always heals my wounds. It’s like a promise to my body that I will be kinder to myself.”***

The band’s debut album, Madra (meaning “dog” in Irish), is an 11-song, guitar-stacked visceral outing, as singer/guitarist Julie Dawson embarks on a journey of self-exploration, self-sabotage, and reflection. Soaked in dysfunction, Madra searches for solace in pain, tackling themes of bullying (‘Where I Go’), self-medication/depression (‘Madra’, ‘Let Go’), destruction (‘Change My Mind’, ‘White Ribbons’), codependency (‘Nosebleed’) and resistance (‘Nightmares’). The album artwork, photographed by Irish creative, Joshua Gordon, shows a broken doll that serves as a metaphor for the album’s themes of fragility and vulnerability.

Most recently, Julie sat down with 6 Music’s Huw Stepehens for a round table 2023 round-up ([listen here](https://www.bbc.co.uk/programmes/m001tb1t)). The band will tour the UK in Feb/March, taking in London’s KOKO on 5 March.

**Madra track listing**Angel  
Sickly Sweet  
Where I Go  
Change My Mind  
In My Head  
Nosebleed  
Let Go  
Dream Of Me  
Nightmares  
White Ribbons  
Madra

**UK & Ireland Tour**

**FEBRUARY 2024**  
24 - Leeds - Belgrave Music Hall **SOLD OUT**  
25 - Manchester - Band on The Wall **SOLD OUT**  
26 - Glasgow - St Luke’s  
28 - Dublin ­- Button Factory **SOLD OUT**

29 - Dublin ­- Button Factory

**MARCH 2024**  
2 - Birmingham - O2 Institute  
3 - Bristol - Trinity  
5 - London - Koko

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