FOR IMMEDIATE RELEASE

APRIL 4, 2024

**AVA MAX KICKS OFF NEW ERA WITH “MY OH MY”**

**MULTI-PLATINUM GLOBAL POP ICON SHARES EAGERLY AWAITED NEW ANTHEM**

**RELEASES ALONGSIDE OFFICIAL MUSIC VIDEO**

[**LISTEN TO “MY OH MY”**](https://avamax.lnk.to/MyOhMy) **|** [**WATCH OFFICIAL MUSIC VIDEO**](https://youtu.be/8ocWUGARCB0?si=GWxHdSnH0zMZZTIE)



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Multi-Platinum global pop sensation **Ava Max** continues her incredible 2024 with today’s premiere of the spectacular new single, “**My Oh My**,” available now via Atlantic Records [HERE](https://avamax.lnk.to/MyOhMy). The track is produced by **Inverness** (Royal & the Serpent, ONE OK ROCK) and co-written by Ava with **J Bach**, **Sam Martin**, and **Charles Roberts Nelsen**. The track releases alongside an official music video directed by **Hunter Moreno** and choreographed by **Matt Steffanina**, which made its broadcast premiere on MTV Live, MTVU, MTV Biggest Pop and on the Paramount Times Square billboards – Watch [HERE](https://youtu.be/8ocWUGARCB0?si=GWxHdSnH0zMZZTIE). In addition, "**My Oh My”** was featured in coverage for **MLB’s 2024 Opening Day** on the MLB Network and their affiliated social media accounts – Watch [HERE](https://www.instagram.com/reel/C5ECTvruDhi/?igsh=ZDE1MWVjZGVmZQ%3D%3D).

The ideal anthem to kick off a night on the town, “**My Oh My**” marks the latest in a seemingly unstoppable string of dance-pop hits from Ava Max including the recently released smash, **Kygo** with Ava Max’s “[Whatever](https://kygo.lnk.to/whatever),” the latter of which has already earned over **115M** global streams since its January arrival, with the track peaking this week at #8 on UK airplay. Declared by *Billboard* as “*an undeniable club smash*,” the track – which reached #1 in Kygo’s native Norway and the top 10 in several countries, including Belgium, Bulgaria, Croatia, and Sweden – is joined by an official music video now boasting over **18M** views [HERE](https://www.youtube.com/watch?v=ZDZiXmCl4pk). What’s more, Ava and Kygo teamed up for an exhilarating late night TV live performance of “Whatever” on ABC’s *Jimmy Kimmel Live!* - Watch [HERE.](https://www.youtube.com/watch?v=85AaJGC6UYM)

“**My Oh My**” marks Ava’s first solo single release since last year’s acclaimed sophomore album, [*Diamonds & Dancefloors*](https://avamax.lnk.to/DiamondsAndDancefloorsID). The album – which of course followed Ava’s RIAA Platinum-certified blockbuster debut, 2020’s [*Heaven & Hell*](https://avamax.lnk.to/heavenandhell)– is highlighted by passionately self-assured singles as “[Ghost](https://www.youtube.com/watch?v=hg4FJEojsEc),” “[One of Us](https://www.youtube.com/watch?v=Xu83NiDygaU),” “[Cold As Ice](https://avamax.lnk.to/coldasice),” “[Dancing’s Done](https://avamax.lnk.to/DancingsDoneID),” “[Weapons](https://avamax.lnk.to/AvaMaxWeapons),” “[Maybe You’re The Problem](https://avamax.lnk.to/MYTP),” and “[Million Dollar Baby](https://avamax.lnk.to/MillionDollarBaby),” the latter of which is joined by an official music video, directed by **Andrew Donoho** (Khalid, Janelle Monae, Paul McCartney), currently boasting over **41M** views [HERE](https://www.youtube.com/watch?v=WSX6ZRX4_-Q). In addition, her worldwide #1, RIAA Platinum-certified collaboration with Tiësto, “[The Motto](https://tiesto.lnk.to/themottoID),” with the official music video amassing over **165M views –** Watch [HERE](https://youtu.be/1_4ELAxKrDc?si=GjVGqBUa_o8USGe1).

What’s more, Ava’s “[Choose Your Fighter](https://www.youtube.com/watch?v=PzNLMmAOlEU)” was among the fan favorites featured on [*Barbie The Album*](https://barbiethealbum.lnk.to/BTA), Atlantic Records’ GRAMMY® Award-winning, worldwide chart-topping musical companion to the critically acclaimed ***Barbie***, starring Margot Robbie and Ryan Gosling as Barbie and Ken and distributed by Warner Bros. Pictures. In addition, 2023 saw Ava partner with Brazilian **DJ Alok** for the global dance hit, “[Car Keys (Ayla)](https://alokxavamax.lnk.to/CarKeysAyla),” joined by an official companion video streaming [HERE](https://www.youtube.com/watch?v=ah8W-mx_Q-g).

Last year also saw Ava embark on her biggest world tour to date, with a sold out EU/UK run including stops in the UK, Belgium, France, the Netherlands, Norway, Switzerland, Italy, Portugal, Germany, Spain, and Finland. North American dates were highlighted by stops at such vaunted venues as New York’s Irving Plaza and Los Angeles’ The Fonda Theatre.

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